

Set	Items	Description
S1	175849	PERIODICAL OR MAGAZINE? OR NEWSPAPER? OR JOURNAL? OR NEWS-LETTER? OR SERIAL? OR ZINE
S2	44582	SUBSCRIB? OR SUBSCRIPT?
S3	2859202	CANCEL? OR END? OR STOP? OR TERMINAT?
S4	14197	POS OR POINT(2N)SALE? OR CASH()REGISTER? OR NEWSTAND? OR NEWSSTAND OR ECR OR BOOKSTORE?
S5	104362	BARCODE? OR BAR()CODE? OR SCANNER? OR SCANNED
S6	22574	(MULTIPL? OR SEVERAL? OR MANY OR PLURAL? OR NUMBER? OR QUANTITY?) (5N) (ISSUE? OR COPY OR COPIES OR S1)
S7	0	S1 AND S2 AND S3 AND S4 AND S5 AND S6
S8	176	S1 AND S2 AND S3
S9	0	S8 AND S4
S10	1	S8 AND S5
S11	34	S2 AND S4
S12	35	S10 OR S11
S13	32	S12 NOT AD>970505
S14	32	IDPAT (sorted in duplicate/non-duplicate order)
S15	31	IDPAT (primary/non-duplicate records only)

File 344:Chinese Patents ABS Apr 1985-2000/Feb  
(c) 2000 European Patent Office

File 347:JAPIO Oct 1976-1999/Dec(UPDATED 000530)  
(c) 2000 JPO & JAPIO

File 351:DERWENT WPI 1963-2000/UD=, UM=, & UP=200026  
(c) 2000 Derwent Info Ltd

15/5/1 (Item 1 from File: 351)  
DIALOG(R) File 351:DERWENT WPI  
(c) 2000 Derwent Info Ltd. All rts. reserv.

012481053 \*\*Image available\*\*  
WPI Acc No: 99-287161/199924  
XRPX Acc No: N99-214453

**Merchant system for online shopping and merchandising**

Patent Assignee: MICROSOFT CORP (MICR-N)  
Inventor: BLINN A; COHEN M A; LORTON M; STEIN G J  
Number of Countries: 001 Number of Patents: 001  
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
US 5897622	A	19990427	US 96732012	A	19961016	G06F-017/60	199924 B

Priority Applications (No Type Date): US 96732012 A 19961016

**Patent Details:**

Patent	Kind	Lan	Pg	Filing	Notes	Application	Patent
US 5897622	A		33				

Abstract (Basic): US 5897622 A

NOVELTY - A database module (127) in communication with database and dynamic page generator, retrieves page data from the database from the database (121) and communicates page data to the dynamic page generator. The retrieved page data corresponds to query stored in the database.

DETAILED DESCRIPTION - Dynamic page generator (125) composes a page for display by processing template having database request for page data. The database includes single schema or several schemas. HTML structures (126) having templates are provided in communication with dynamic page generator. The database request of the template is query name. The query stored in the database, corresponds to query name. The database module retrieves data independent of database schema.

USE - For online shopping and merchandising through online network such as world wide web portion of Internet. For electronic transaction processing system including electronic **cash register point of sale** system such as batch processing of billing statement, **subscription** and telephone order system.

ADVANTAGE - Offers ability to obtain rich set of dynamically generated information from wide variety of data sources and also provides capability to perform large set of processing operations and computations on information prior to displaying the information. Eliminates restrictions of fixed, predefined database schemas, fixed order processing steps and computations and relatively inflexible display mechanisms. Guarantees shopper consistency and reliability in information used to make purchasing decisions, since shopper views special promotion information during order processing operations and uses the same calculations to display product information. Facilitates usage of configurable order processing module that enables merchants to add components to merchant system. Facilitates merchants to modify their databases and page displays without having to re-engineer the merchant system. Facilitates merchants to protect their investments in existing database by providing database schema independent query mechanism.

DESCRIPTION OF DRAWING(S) - The figure depicts diagram explaining data flow for dynamic page generator, order processing module and database module.

Database (121)  
Dynamic page generator (125)  
HTML structure (126)  
Database module (127)  
pp; 33 DwgNo 12/15

Title Terms: MERCHANT; SYSTEM; SHOPPING; MERCHANDISE

Derwent Class: T01

International Patent Class (Main): G06F-017/60

International Patent Class (Additional): G06F-013/00; G06F-015/16

File Segment: EPI

15/5/2 (Item 2 from file: 351)  
DIALOG(R)File 351:DERWENT WPI  
(c) 2000 Derwent Info Ltd. All rts. reserv.

012289096 \*\*Image available\*\*  
WPI Acc No: 99-095202/199908  
Related WPI Acc No: 98-168740  
XRPX Acc No: N99-069264

Incoming call processing system for cellular telecommunication system -  
adds set value of air time to prepaid subscriber account balance  
information stored in subscriber database, by entering encrypted number  
of prepaid card into cellular radio telephone

Patent Assignee: FREEDOM WIRELESS INC (FREE-N)

Inventor: FOUGNIES D V; HARNED D B

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
US 5854975	A	19981229	US 94364479	A	19941223	H04Q-007/00	199908 B
			US 95559283	A	19951115		

Priority Applications (No Type Date): US 95559283 A 19951115; US 94364479 A  
19941223

Patent Details:

Patent	Kind	Lan	Pg	Filing	Notes	Application	Patent
US 5854975	A		19	CIP of		US 94364479	
				CIP of			US 5722067

Abstract (Basic): US 5854975 A

The system includes several cellular radio telephones each having predetermined **subscriber** telephone number, local exchange carrier (200), cellular carrier (214) and a cellular switch (204). A host computer is connected to cellular switch. A processor of cellular switch, trancheives signals from both the local exchange carrier and cellular carrier.

A processor of host computer, accepts and evaluates a **subscriber** database comprising **subscriber** records and prepaid account balance information for each **subscriber**. The database also stores activation and deactivation times for **subscriber**'s telephone number. A prepaid calling card having encrypted number, is provided to **subscriber**. By entering encrypted number into radio telephone, a set value of air time is added to prepaid **subscriber** account balance.

USE - For providing interface between system cellular switch and  
POS .

ADVANTAGE - Allows **subscriber** to accept incoming calls even when their cellular service requires payment for incoming calls. Allows user to conveniently purchase and add additional air time as well as pay for monthly access fees.

Dwg.8A/10

Title Terms: INCOMING; CALL; PROCESS; SYSTEM; CELLULAR; TELECOMMUNICATION;  
SYSTEM; ADD; SET; VALUE; AIR; TIME; PREPAYMENT; **SUBSCRIBER** ; ACCOUNT;  
BALANCE; INFORMATION; STORAGE; **SUBSCRIBER** ; DATABASE; ENTER; ENCRYPTION;  
NUMBER; PREPAYMENT; CARD; CELLULAR; RADIO; TELEPHONE

Derwent Class: W01; W02

International Patent Class (Main): H04Q-007/00

International Patent Class (Additional): H04M-015/00

File Segment: EPI

15/5/3 (Item 3 from file: 351)  
DIALOG(R)File 351:DERWENT WPI  
(c) 2000 Derwent Info Ltd. All rts. reserv.

011948209 \*\*Image available\*\*  
WPI Acc No: 98-365119/199832  
XRPX Acc No: N98-285163

System for sale of magazines by subscription - has terminals connected

to cash registers that process data on smart card with periodic updating over telephone network of data held on central computer

Patent Assignee: GUERIN J (GUER-I)

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
FR 2757656	A1	19980626	FR 9615737	A	19961220	G06F-017/60	199832 B

Priority Applications (No Type Date): FR 9615737 A 19961220

Patent Details:

Patent	Kind	Lan	Pg	Filing Notes	Application	Patent
FR 2757656	A1		17			

Abstract (Basic): FR 2757656 A

The system has a smart card (2) with a fixed ROM memory (4) containing details of the **subscription** and a read/write memory holding transaction data. A number of terminals (8) capable of processing the smart cards are provided in various locations, coupled to **cash registers**.

The terminals have compatible card readers (6), a fixed memory containing a file of smart cards, a read/write memory holding transaction data and a modem (20) connected to the telephone network. The terminal can also create the smart cards. From time to time data is transferred over the telephone network from each terminal to a central computer installation (22).

ADVANTAGE - Allows quick tracking of change of address of **subscriber** and assists in collecting information on **subscribers** tastes to aid promotion of other journals or products.

Dwg.1/4

Title Terms: SYSTEM; SALE; MAGAZINE; **SUBSCRIBER** ; TERMINAL; CONNECT; CASH; REGISTER; PROCESS; DATA; SMART; CARD; PERIODIC; UPDATE; TELEPHONE; NETWORK; DATA; HELD; CENTRAL; COMPUTER

Derwent Class: T01; T04; T05

International Patent Class (Main): G06F-017/60

International Patent Class (Additional): G06F-151/00; G07F-007/08

File Segment: EPI

15/5/4 (Item 4 from file: 351)

DIALOG(R)File 351:DERWENT WPI

(c) 2000 Derwent Info Ltd. All rts. reserv.

011055854 \*\*Image available\*\*

WPI Acc No: 97-033778/199703

Related WPI Acc No: 97-489084; 97-535236; 97-535237; 97-535238; 97-535239

XRPX Acc No: N97-028541

**Plastic integrated circuit card - has reinforcement structure for protecting integrated circuit module located within smart card**

Patent Assignee: US3 INC (USTH-N)

Inventor: HOREJS C F; TEMPLETON T H

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
US 5581445	A	19961203	US 94197022	A	19940214	H05K-001/18	199703 B

Priority Applications (No Type Date): US 94197022 A 19940214

Patent Details:

Patent	Kind	Lan	Pg	Filing Notes	Application	Patent
US 5581445	A		21			

Abstract (Basic): US 5581445 A

The semi-rigid card comprises a semi-rigid body having an upper surface and a lower surface. A first opening and a second opening are located in the upper surface of the semi-rigid body. The semi-rigid body has a first modulus of elasticity. A module has an electronic component and is disposed in the second opening of the semi-rigid body.

A reinforcement structure has a second modulus of elasticity which is higher than the first modulus of elasticity. The reinforcement



structure is disposed in the first opening of the semi rigid body, and laterally surrounds the module.

USE/ADVANTAGE - For use as prepaid debit cards e.g phone cards, transit passes, electronic purse, **subscriber** cards e.g bank ATM cards, credit cards, **point -of-sale** cards, and loyalty scheme cards, health insurance and service cards, GSM cards and encryption/decryption cards. Reinforcement structure relieves stress on integrated circuit module during bending and torsion of card.

Dwg.3/42

Title Terms: PLASTIC; INTEGRATE; CIRCUIT; CARD; REINFORCED; STRUCTURE; PROTECT; INTEGRATE; CIRCUIT; MODULE; LOCATE; SMART; CARD

Derwent Class: T04; V04

International Patent Class (Main): H05K-001/18

File Segment: EPI

15/5/5 (Item 5 from file: 351)

DIALOG(R)File 351:DERWENT WPI

(c) 2000 Derwent Info Ltd. All rts. reserv.

010795347 \*\*Image available\*\*

WPI Acc No: 96-292300/199630

XRPX Acc No: N96-245598

**Goods selling registration data processor such as point of sale terminal - includes area judgement device which judges whether either recognition information include in claim destination recognition code in input information is same as value set in handling table**

Patent Assignee: TOKYO ELECTRIC CO LTD (TODK )

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
JP 8124031	A	19960517	JP 94265749	A	19941028	G07G-001/12	199630 B

Priority Applications (No Type Date): JP 94265749 A 19941028

Patent Details:

Patent	Kind	Lan	Pg	Filing	Notes	Application	Patent
JP 8124031	A		7				

Abstract (Basic): JP 8124031 A

The data processor includes a CPU. An expiration judgment device of CPU compares the payment time with effective expiry time. An area judgment of the CPU judges whether the area recognition information included in the claim destination recognition code in the input information is same as a value set in handling table.

An expiration notification device of the CPU notifies the judgment regarding copying of stipulated payment time. A control device controls registration processing of the vicarious execution receipt data based on input information.

USE/ADVANTAGE - Provides receipt service of fees, such as telephone **subscription** , gas and water service, etc. Improves efficiency. Reduces burden of sales clerk.

Dwg.4/4

Title Terms: GOODS; SELL; REGISTER; DATA; PROCESSOR; POINT; SALE; TERMINAL; AREA; JUDGEMENT; DEVICE; JUDGEMENT; RECOGNISE; INFORMATION; CLAIM; DESTINATION; RECOGNISE; CODE; INPUT; INFORMATION; VALUE; SET; HANDLE; TABLE

Derwent Class: T01; T05

International Patent Class (Main): G07G-001/12

International Patent Class (Additional): G06F-017/60

File Segment: EPI

15/5/6 (Item 6 from file: 351)

DIALOG(R)File 351:DERWENT WPI

(c) 2000 Derwent Info Ltd. All rts. reserv.

010788717 \*\*Image available\*\*

WPI Acc No: 96-285670/199629

XRPX Acc No: N96-239844

**Bi-pulse signal shaper - forms binary balanced bi-pulse signal by processing trigger outputs via multiplexers and reduces ambient radiation**

Patent Assignee: COMMUNICATIONS RES INST (COME )

Inventor: NOVOSELOVA M V; SHUVALOV V A

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
RU 2048706	C1	19951120	SU 5045691	A	19920324	H04L-005/04	199629 B

Priority Applications (No Type Date): SU 5045691 A 19920324

Patent Details:

Patent	Kind	Lan	Pg	Filing Notes	Application	Patent
RU 2048706	C1		6			

Abstract (Basic): RU 2048706 C

Appts. comprises triggers (1,3), mod-2 adders (2,4), rails (6-8), combination function shaper (9), registers (10,11), LF filter (12) and NOT-gate (13). Appts. now has a combination function signal shaper, two registers, LF filter and NOT-gate.

The clock signal with period T on rail (6) passes to summator (4) directly and via filter (12) which delays it by T/2. For each flip-flop of the clock signal summator (2) produces **pos** . pulses forming a meander approximation at double the clock frequency. this passes via the NOT-gate to trigger (1), also receiving a signal from shaper (9). Trigger (3) works in the count mode if shaper (9) output signal is a 1, and as a delay trigger if this is a 0. Three multiplexers then receive signals from registers and a NAND-gate, the multiplexers working strictly in sequence on periodic repetitions of combinations such as 11111110. Further logic processing then results in trigger (3) forming a balanced bi-pulse signal having no point of packet predominance accumulation on transmission of zero packets.

USE/ADVANTAGE - Appts. concerns communications esp. appts. for forming bi-pulse signal, and may be used for transmission of signals along digital telephone equipment **subscriber** lines. Bul. 32/20.11.95  
Dwg.1/3

Title Terms: BI; PULSE; SIGNAL; SHAPE; FORM; BINARY; BALANCE; BI; PULSE; SIGNAL; PROCESS; TRIGGER; OUTPUT; MULTIPLEX; REDUCE; AMBIENT; RADIATE

Derwent Class: W01

International Patent Class (Main): H04L-005/04

File Segment: EPI

**15/5/7 (Item 7 from file: 351)**

DIALOG(R)File 351:DERWENT WPI

(c) 2000 Derwent Info Ltd. All rts. reserv.

008129190 \*\*Image available\*\*

WPI Acc No: 90-016191/199003

XRPX Acc No: N90-012439

**Programme parameter data transmission with communication network - responds to parameter request generated internally or provided by data peripheral**

Patent Assignee: SIEMENS AG (SIEI )

Inventor: DIBOS H; KUHLMANN K; KUHN K; SPICKER N; WEISS A

Number of Countries: 008 Number of Patents: 005

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
EP 350844	A	19900117	EP 89112604	A	19890710		199003 B
DE 3823914	A	19900118	DE 3823914	A	19880714		199004
US 4972183	A	19901120	US 89374653	A	19890630		199049
EP 350844	B1	19931103	EP 89112604	A	19890710	H04Q-011/04	199344
DE 58906080	G	19931209	DE 506080	A	19890710	H04Q-011/04	199350
			EP 89112604	A	19890710		

Priority Applications (No Type Date): DE 3823914 A 19880714

Cited Patents: A3...9050; EP 228204; EP 231630; EP 347644; EP 350836; EP 356568; No-SR.Pub; US 4741026; EP 264890

Patent Details:

Patent	Kind	Lan	Pg	Filing	Notes	Application	Patent
EP 350844	A	G	15				
Designated States				(Regional): AT CH DE FR GB IT LI			
EP 350844	B1	G	18				
Designated States				(Regional): AT CH DE FR GB IT LI			
DE 58906080	G			Based on			EP 350844

Abstract (Basic): EP 350844 A

The transmission system, between a central communication device (KA) and a number of peripherals (KE), effects transmission via the **subscriber** signalisation duplex channel by using a signal protocol with a beginning character, a check character, an information section, a signal code information and an end character.

The programme parameter data are transmitted from the central communication device (KA) in response to a data request received from a peripheral (KE), or in response to an internally generated request. A parameter start signal allows address and parameter criteria to be transferred from the central device (KA) to each peripheral (KE). The parameter programme data are subsequently transmitted and stored at each peripheral (KE).

USE - For telephone or teletext network.

1/6

Title Terms: PROGRAMME; PARAMETER; DATA; TRANSMISSION; COMMUNICATE; NETWORK ; RESPOND; PARAMETER; REQUEST; GENERATE; INTERNAL; DATA; PERIPHERAL

Derwent Class: W01; W02

International Patent Class (Main): H04Q-011/04

International Patent Class (Additional): H04L-012/00; H04M-011/06;

H04Q-001/30; H04Q-003/54; H04Q-003/545

File Segment: EPI

15/5/8 (Item 8 from file: 351)

DIALOG(R)File 351:DERWENT WPI

(c) 2000 Derwent Info Ltd. All rts. reserv.

007530613 \*\*Image available\*\*

WPI Acc No: 88-164545/198824

**Subscriber system for telephone exchange - does not require low pass filter and avoids need for earthing pos. side of DC power source**

**NoAbstract Dwg 1/7**

Patent Assignee: MEISEI ELECTRIC CO LTD (MEIE )

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat	No Kind	Date	Main IPC	Week
JP 63102441	A	19880507	JP 86247251	A	19861017		198824 B

Priority Applications (No Type Date): JP 86247251 A 19861017

Patent Details:

Patent	Kind	Lan	Pg	Filing	Notes	Application	Patent
--------	------	-----	----	--------	-------	-------------	--------

JP 63102441	A		3				
-------------	---	--	---	--	--	--	--

Title Terms: **SUBSCRIBER** ; SYSTEM; TELEPHONE; EXCHANGE; REQUIRE; LOW; PASS; FILTER; AVOID; NEED; EARTH; **POS** ; SIDE; DC; POWER; SOURCE; NOABSTRACT

Derwent Class: W01

International Patent Class (Additional): H04M-003/06

File Segment: EPI

15/5/9 (Item 9 from file: 351)

DIALOG(R)File 351:DERWENT WPI

(c) 2000 Derwent Info Ltd. All rts. reserv.

007078486

WPI Acc No: 87-078483/198711

XRPX Acc No: N87-059238

**Multichannel computer-external subscriber system interface - has damping diodes to protect windings of actuator mechanisms by preventing energisation during test mode**

Patent Assignee: KISELEVA A (KISE-I)

Inventor: MOROZOV V P

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
SU 1246106	A	19860723	SU 3832989	A	19841229		198711 B

Priority Applications (No Type Date): SU 3832989 A 19841229

Patent Details:

Patent	Kind	Lan	Pg	Filing Notes	Application	Patent
SU 1246106	A		8			

Abstract (Basic): SU 1246106 A

Appts. matching units comprise opto-couplers (23), resistors (24,25), diodes (26), data output (19), control circuits power supply **pos** . (30) and neg. (31) rails and output (40). The class of solvable problems is enhanced by the second group of outputs of the output levels matching block for each channel being connected to the group of data inputs of the corresp. external **subscriber** .

To transfer relay signals to an external **subscriber** , the address word is entered in a register along with transfer of position codes etc.. The relay signals from actuator units pass to the inputs (40) of the test units. Logic unity pass via the opto-coupler (23), diode (26) and outputs (19) to one terminal of the external **subscriber** actuating mechanism winding. Current flows through another opto-coupler LED, whose light acts with that of element (23) on a low resistance photo-diode. A voltage drop occurs on resistors (24,25) and a **pos** . voltage level is taken from each of the two matching units.

As there is no galvanic coupling between the input and output of the receiving unit and input (40) and the first output of test block (11), and thus between the actuating and control loops, signal transmission from the input to the corresp. output is via the light fluxes from the opto-couplers and LED to the photo-diodes of opto-coupler (23).

USE - Appts. may be used for interfacing electronic computers with external appts. receiving and transmitting data in the form of relay signals. Bul.27/23.7.86 (8pp Dwg.No.2/5

Title Terms: MULTICHANNEL; COMPUTER; EXTERNAL; **SUBSCRIBER** ; SYSTEM; INTERFACE; DAMP; DIODE; PROTECT; WIND; ACTUATE; MECHANISM; PREVENT; ENERGISE; TEST; MODE

Derwent Class: T01

International Patent Class (Additional): G06F-013/20

File Segment: EPI

15/5/10 (Item 10 from file: 351)

DIALOG(R)File 351:DERWENT WPI

(c) 2000 Derwent Info Ltd. All rts. reserv.

007042201

WPI Acc No: 87-042198/198706

XRPX Acc No: N87-032064

**Dynamic priority assignment unit - has priority unit with NOT-gate groups having outputs taken to AND-gate groups**

Patent Assignee: KHARK AVIATION INST (KHAV )

Inventor: FURMANOV K K; LARCHENKO V Y U; YALINICH Y U I

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
SU 1239718	A	19860623	SU 3791447	A	19840920		198706 B

Priority Applications (No Type Date): SU 3791447 A 19840920

Patent Details:

Patent	Kind	Lan	Pg	Filing Notes	Application	Patent
SU 1239718	A		5			

Abstract (Basic): SU 1239718 A

Appts. comprises pulse generator (1), frequency divider (2),

AND-gate group (3), NAND-gate group (4), priority counter group (5), AND-gates (6,7,18), NAND-gate (8), counter (9), trigger (10), comparator group (11), OR-gates (12,13), priority unit (14), with input (15) and output (16), OR-gate (17), OR-gate group (19), trigger group (20), code input group (21), interrogation input group (22), reply input group (23) and data output group (24).

Reliability is improved by enabling testing of the limiting values of **subscriber** servicing priority codes, by the use of a group of NAND-gates, two AND-gates, a NAND-gate, priority unit and third OR-gate. Each new cycle of operation starts with either the arrival of the next order or the arrival of an answer on the end of order servicing and appearing as a **pos** . pulse on the corresp. answer input.

USE - For use in equipment for priority processing of data and in multi-programme digital computers. Bul.23/23.6.86. (5pp Dwg.No.1/2

Title Terms: DYNAMIC; PRIORITY; ASSIGN; UNIT; PRIORITY; UNIT; NOT-GATE;

GROUP; OUTPUT; AND-GATE; GROUP

Derwent Class: T01

International Patent Class (Additional): G06F-009/46

File Segment: EPI

15/5/11 (Item 11 from file: 347)

DIALOG(R)File 347:JAPIO

(c) 2000 JPO & JAPIO. All rts. reserv.

05644557 \*\*Image available\*\*

#### CASH REGISTER

PUB. NO.: 09-259357 [JP 9259357 A]

PUBLISHED: October 03, 1997 (19971003)

INVENTOR(s): NAKAJIMA CHIKAKO

YANAGI KUNIHIO

NAKADA JUNJI

APPLICANT(s): HITACHI LTD [000510] (A Japanese Company or Corporation), JP (Japan)

APPL. NO.: 08-067797 [JP 9667797]

FILED: March 25, 1996 (19960325)

INTL CLASS: [6] G07G-001/12; G07G-001/00; G07G-001/00

JAPIO CLASS: 29.4 (PRECISION INSTRUMENTS -- Business Machines)

JAPIO KEYWORD:R101 (APPLIED ELECTRONICS -- Video Tape Recorders, VTR)

#### ABSTRACT

PROBLEM TO BE SOLVED: To record only the video image of a criminal to be evidence without leaving the video images of other customers when a robbery is generated, to save a memory for video recording and to save a cost required for installing a video camera.

SOLUTION: This **cash register** is provided with a camera 2 for photographing the video image linked with the operation of opening the drawer 5 of the register, the memory 12 for preserving the video image photographed by the camera and a timer 6 for starting counting synchronized with the opening of the drawer. Then, a device for the inhibiting the **subscribing** of the video image preserved in the memory 12 by a CPU 11 and automatically transmitting the photographed video image to a prescribed security department in the case that the counted value of the timer 6 exceeds a prescribed value is provided.

15/5/12 (Item 12 from file: 347)

DIALOG(R)File 347:JAPIO

(c) 2000 JPO & JAPIO. All rts. reserv.

05003475 \*\*Image available\*\*

#### COMMODITY SUBSCRIPTION SYSTEM

PUB. NO.: 07-296075 [JP 7296075 A]


PUBLISHED: November 10, 1995 (19951110)

INVENTOR(s): KASHIKI HIROORI  
ISHII TAKAYUKI  
APPLICANT(s): HITACHI LTD [000510] (A Japanese Company or Corporation), JP  
(Japan)  
HITACHI COMPUT ENG CORP LTD [472484] (A Japanese Company or  
Corporation), JP (Japan)  
APPL. NO.: 06-091038 [JP 9491038]  
FILED: April 28, 1994 (19940428)  
INTL CLASS: [6] G06F-017/60; G07G-001/12  
JAPIO CLASS: 45.4 (INFORMATION PROCESSING -- Computer Applications); 29.4  
(PRECISION INSTRUMENTS -- Business Machines)

#### ABSTRACT

PURPOSE: To register a commodity a purchaser regularly purchases at a store such as a supermarket to a specified customer card as a regularly purchased commodity.

CONSTITUTION: Commodity information of a commodity reset by a POS terminal equipment 3 is managed by the by-customer file of a high-order device 4 so that a commodity which is purchased over the number of times specified in advance is registered in the customer card possessed by a customer 6 as the candidate of a **subscribed** commodity. A **subscription** register device 2 reads **subscribed** commodity candidate data from the customer card and displays it so as to facilitate **subscription** register. Consequently, the purchaser can execute **subscription** register by easily selecting a commodity he/she likes. Besides, the commodity purchased regularly can automatically be registered as a regularly purchased commodity, labor and time for selecting a commodity for register can be saved.



15/5/13 (Item 13 from file: 347)  
DIALOG(R)File 347:JAPIO  
(c) 2000 JPO & JAPIO. All rts. reserv.

04360660 \*\*Image available\*\*  
GUIDANCE AND RESERVATION DEVICE FOR NEW CD MUSIC

PUB. NO.: 06-004560 [JP 6004560 A]  
PUBLISHED: January 14, 1994 (19940114)  
INVENTOR(s): SHIKIBA SUGURU  
KANO CHIYUKI  
APPLICANT(s): SHIKIBA SUGURU [000000] (An Individual), JP (Japan)  
NIPPON T M I KK [490608] (A Japanese Company or Corporation),  
JP (Japan)  
APPL. NO.: 04-188778 [JP 92188778]  
FILED: June 22, 1992 (19920622)  
INTL CLASS: [5] G06F-015/24; G06F-015/21  
JAPIO CLASS: 45.4 (INFORMATION PROCESSING -- Computer Applications)  
JAPIO KEYWORD: R107 (INFORMATION PROCESSING -- OCR & OMR Optical Readers)  
JOURNAL: Section: P, Section No. 1724, Vol. 18, No. 200, Pg. 106,  
April 07, 1994 (19940407)

#### ABSTRACT

PURPOSE: To provide a guidance and reservation device for new CD music capable of performing the guidance and the sale by **subscription** of the latest CD music without using large space for installation and asking another's help in a convenience store, etc.

CONSTITUTION: The latest new CD music information and a new CD music list are sent periodically from a master station 4 side to a slave station 3 installed at the convenience store, etc. A purchaser can select targeted new CD music as observing a display device 37, and can listen to the music by a trial listening machine 36. When the sale by **subscription** of the new CD music is performed, the new CD music list is read by a POS system 51, and a reservation ticket is issued. The new CD music can be delivered to the purchaser in exchange for the reservation ticket on another day.

15/5/14 (Item 14 from file: 347)

DIALOG(R)File 347:JAPIO

(c) 2000 JPO & JAPIO. All rts. reserv.

04360532 \*\*Image available\*\*

ABNORMALITY INFORMATION DEVICE

PUB. NO.: 06-004432 [JP 6004432 A]  
PUBLISHED: January 14, 1994 (19940114)  
INVENTOR(s): UENO ASAO  
APPLICANT(s): TOKYO ELECTRIC CO LTD [000356] (A Japanese Company or Corporation), JP (Japan)  
APPL. NO.: 04-159705 [JP 92159705]  
FILED: June 18, 1992 (19920618)  
INTL CLASS: [5] G06F-013/00; H04M-011/00; H04N-001/00  
JAPIO CLASS: 45.2 (INFORMATION PROCESSING -- Memory Units); 44.4 (COMMUNICATION -- Telephone); 44.7 (COMMUNICATION -- Facsimile)  
JAPIO KEYWORD: R107 (INFORMATION PROCESSING -- OCR & OMR Optical Readers)  
JOURNAL: Section: P, Section No. 1724, Vol. 18, No. 200, Pg. 65, April 07, 1994 (19940407)

#### ABSTRACT

PURPOSE: To quickly and automatically communicate an exact state of abnormality generated in an information processor to remote place by transmitting image data of a report for showing a generated abnormal state, be a facsimile from a connecting part.

CONSTITUTION: To an electronic **cash register** 1 being an information processor, an abnormality information device 2 is connected by an interface 3, and also facsimile terminal equipments 4A, 4B and the abnormality device 2 are connected by a telephone circuit 8 consisting of a **subscriber** 's line 5, a switching network 6, and **subscriber** 's lines 7a, 7b. And, when abnormality is generated in the electronic cash register 1, a calling signal is outputted automatically from a connecting part connected to the outside by a communication circuit. Also, image data of a report for showing a state of abnormality generated in the electronic **cash register** 1 is generated automatically. Subsequently, when the circuit to the outside is connected by the output of the calling signal, the image data of the report for showing the abnormal state is transmitted by a facsimile from the connecting part to a communication circuit.

15/5/15 (Item 15 from file: 347)

DIALOG(R)File 347:JAPIO

(c) 2000 JPO & JAPIO. All rts. reserv.

04152163 \*\*Image available\*\*

ELECTRONIC **CASH REGISTER**

PUB. NO.: 05-143863 [JP 5143863 A]  
PUBLISHED: June 11, 1993 (19930611)  
INVENTOR(s): MASUDA KAZUO  
APPLICANT(s): TOKYO ELECTRIC CO LTD [000356] (A Japanese Company or Corporation), JP (Japan)  
APPL. NO.: 03-307657 [JP 91307657]  
FILED: November 22, 1991 (19911122)  
INTL CLASS: [5] G07G-001/12; G07G-001/12  
JAPIO CLASS: 29.4 (PRECISION INSTRUMENTS -- Business Machines)  
JAPIO KEYWORD: R131 (INFORMATION PROCESSING -- Microcomputers & Microprocessors)  
JOURNAL: Section: P, Section No. 1619, Vol. 17, No. 532, Pg. 140, September 24, 1993 (19930924)

#### ABSTRACT

PURPOSE: To change the rate of service charge added to the total amount of money of one transaction of sale by **subscription** at every transaction.

CONSTITUTION: When the registration closing of the sale by **subscription** of one transaction is indicated by inputting of **by** of sale by **subscription**, the service charge corresponding to the amount of money in a total amount memory is calculated at the inputted rate of the service charge, the calculated service charge is added to the amount in the total amount memory, and the resulting amount of money is displayed on a display unit.

15/5/16 (Item 16 from file: 347)  
DIALOG(R) File 347:JAPIO  
(c) 2000 JPO & JAPIO. All rts. reserv.

03305041 \*\*Image available\*\*  
STATE IDENTIFICATION SYSTEM

PUB. NO.: 02-280541 [JP 2280541 A]  
PUBLISHED: November 16, 1990 (19901116)  
INVENTOR(s): HOTTA ITSUO  
APPLICANT(s): NEC CORP [000423] (A Japanese Company or Corporation), JP  
(Japan)  
APPL. NO.: 01-102437 [JP 89102437]  
FILED: April 21, 1989 (19890421)  
INTL CLASS: [5] H04B-007/26  
JAPIO CLASS: 44.2 (COMMUNICATION -- Transmission Systems)  
JOURNAL: Section: E, Section No. 1030, Vol. 15, No. 50, Pg. 67,  
February 06, 1991 (19910206)

#### ABSTRACT

PURPOSE: To prevent the increase in an invalid traffic and to improve the maintenance performance through the recognition of the state of a mobile object by sending a power interrupt signal to a mobile object main control station from a mobile object terminal equipment when power is interrupted, storing power interruption information to a mobile object control station and informing the state of a called mobile object to a caller when an incoming call comes to the mobile object terminal equipment.

CONSTITUTION: When a mobile object **subscriber** interrupts the SW 13 of an MBL 1, a POS 16 sends a power interrupt signal to a CTL 17 and a TRX 11. The power interruption signal is received by an EX 3 via a BS 2. After the EX 3 stores power interruption information as the data of the **subscriber** of the MBL 1, the EX 3 returns a storage end signal. A CPU 32 starts an MSE 34 to send a guide message such as 'caller interrupts power supply' to a caller via an NW 31.

15/5/17 (Item 17 from file: 347)  
DIALOG(R) File 347:JAPIO  
(c) 2000 JPO & JAPIO. All rts. reserv.

02990553 \*\*Image available\*\*  
OPERATOR TRAINING DEVICE

PUB. NO.: 01-288153 [JP 1288153 A]  
PUBLISHED: November 20, 1989 (19891120)  
INVENTOR(s): NAKAZATO YOSHINOBU  
APPLICANT(s): NEC CORP [000423] (A Japanese Company or Corporation), JP  
(Japan)  
APPL. NO.: 63-119816 [JP 88119816]  
FILED: May 16, 1988 (19880516)  
INTL CLASS: [4] H04M-003/60  
JAPIO CLASS: 44.4 (COMMUNICATION -- Telephone)  
JOURNAL: Section: E, Section No. 886, Vol. 14, No. 70, Pg. 75,  
February 08, 1990 (19900208)

#### ABSTRACT

PURPOSE: To eliminate the need for the installation of an equipment equivalent to in attendant board for exclusive use of training by storing a



trailing program to a data base used as a common device and loading the program to an attendant board used in on-line for each training.

CONSTITUTION: An attendant board POS 1 is connected to a central processing unit CC3 via a board interface controller PSC 2 and control information is received through the route. Moreover, a voice is given to a subscriber (not shown) via an analog/digital converter A/D 13, a switch SW 12, a voice interface INF-V11, a time division switch TDSW4 from a head set HS131 to attain communication. In case of training of the operator by using the POS 1, when a training start key and a training course number is depressed from a keyboard KB171 of the POS 1, a microprocessor CPU 16 scans the key information from the input circuit IN 17 and transfers the key information to the CC 3 via a buffer BUFF 19, a control interface INF-C10, and PSC 2.

15/5/18 (Item 18 from file: 347)

DIALOG(R)File 347:JAPIO

(c) 2000 JPO & JAPIO. All rts. reserv.

02404046 \*\*Image available\*\*

AUDIO RESPONSE ATTENDANT BOARD EQUIPMENT

PUB. NO.: 63-020946 [JP 63020946 A]

PUBLISHED: January 28, 1988 (19880128)

INVENTOR(s): KAWADA MITSUO

APPLICANT(s): NEC CORP [000423] (A Japanese Company or Corporation), JP  
(Japan)

APPL. NO.: 61-165986 [JP 86165986]

FILED: July 15, 1986 (19860715)

INTL CLASS: [4] H04M-003/42; H04Q-001/444

JAPIO CLASS: 44.4 (COMMUNICATION -- Telephone); 36.4 (LABOR SAVING DEVICES  
-- Service Automation)

JOURNAL: Section: E, Section No. 627, Vol. 12, No. 228, Pg. 111, June  
28, 1988 (19880628)

#### ABSTRACT

PURPOSE: To attain the connection to an extension telephone set without the intervention of an operator by processing a call with a caller in a conversation form through the constitution of an audio response unit, a voice recognition device and a network control unit.

CONSTITUTION: When an external incoming call enters a private branch exchange (PBX) 13 through an incoming connection trunk (ICT) 14 and comes to an audio response attendant board equipment (A-POS) 11, the detection of an incoming call is sent to a controller (CONT) 237 by a network control unit (NCU) 231. The controller 237 controls a switch controller (STC) 235 to connect the incoming line to an audio response unit (ARS) 232 and recommends the input of a telephone number in voice to the caller by means of a voice message and the controller 237 controls a switch controller 235 to connect the incoming line to a voice recognition device (VOICE) 233. The extension telephone number by the voice input is translated by the voice recognition device 233 and sent to the controller 237. The controller 237 sends data to a network control unit 236 and the data is given to an incoming subscriber (SUB) 12. The network control unit 236 sends the response detection of the incoming subscriber 12 to the controller 237, which controls the switch controller 235 to enter the talking state.

15/5/19 (Item 19 from file: 347)

DIALOG(R)File 347:JAPIO

(c) 2000 JPO & JAPIO. All rts. reserv.

01848871 \*\*Image available\*\*

POS TERMINAL

PUB. NO.: 61-062971 [JP 61062971 A]

PUBLISHED: March 31, 1986 (19860331)

INVENTOR(s): SASAKI YOSHIMASA

APPLICANT(s): HITACHI LTD. [000510] (A Japanese Company or Corporation), JP  
(Japan)  
APPL. NO.: 59-184591 [JP 84184591]  
FILED: September 05, 1984 (19840905)  
INTL CLASS: [4] G06F-015/21  
JAPIO CLASS: 45.4 (INFORMATION PROCESSING -- Computer Applications); 29.4  
(PRECISION INSTRUMENTS -- Business Machines)  
JOURNAL: Section: P, Section No. 485, Vol. 10, No. 229, Pg. 80, August  
08, 1986 (19860808)

#### ABSTRACT

PURPOSE: To obtain sales information efficiently and accurately in real time without damaging the operability by providing a POS terminal with the data discriminating function which discriminates transmission data from a higher controller.

CONSTITUTION: If goods data, a unit price, partial payment, etc. are inputted from an input part 1 when the transaction of sale by **subscription** occurs, input data are displayed on a display part 3 and are processed in a control part 2 simultaneously and are transmitted to a higher controller 8 and are printed by a printing part 7. If data as a key of the higher controller 8 is inputted from the input part 1 when goods are delivered, this data is processed by the control part 2 and is inputted to the higher controller 8 is sent to a data discriminating part 5 to discriminate data, and it is transferred to the control part 2. When the remainder is inputted from the input part 1 and transaction terminating data is inputted, input data and data from the higher controller 8 are processed in the control part 2.

15/5/20 (Item 20 from file: 347)  
DIALOG(R) File 347:JAPIO  
(c) 2000 JPO & JAPIO. All rts. reserv.

01580293 \*\*Image available\*\*  
INCOMING CONNECTION SYSTEM OF PRIVATE BRANCH EXCHANGE

PUB. NO.: 60-058793 [JP 60058793 A]  
PUBLISHED: April 04, 1985 (19850404)  
INVENTOR(s): SATO AKIHIKO  
APPLICANT(s): NEC CORP [000423] (A Japanese Company or Corporation), JP  
(Japan)  
APPL. NO.: 58-165948 [JP 83165948]  
FILED: September 09, 1983 (19830909)  
INTL CLASS: [4] H04Q-003/58  
JAPIO CLASS: 44.4 (COMMUNICATION -- Telephone); 44.7 (COMMUNICATION --  
Facsimile)  
JOURNAL: Section: E, Section No. 334, Vol. 09, No. 193, Pg. 3, August  
09, 1985 (19850809)

#### ABSTRACT

PURPOSE: To connect an automatic incoming call, which should be connected with a machine language, to an extension **subscriber** automatically without passing an attendant board by discriminating the incoming call of a special terminal to start a controller when a central office line originating and terminating trunk receives this incoming call and connecting the incoming call to the special terminal by the controller.

CONSTITUTION: When a call comes from a service office with the slave number of a special terminal 6b, the service office and a central office line originating and terminating trunk 9b are connected. The trunk 9b receives and discriminates a starting signal of the special terminal by its start receiving circuit and starts a common controller 13b through a trunk marker connector 17. The common controller 13b selects the special terminal 16b by the incoming class extracting function and discriminates whether it is busy or not. The special terminal 16b and the trunk 9b are connected through a main link 15 if it is not busy, but busy information is transmitted to the trunk 9b if it is busy. With respect to a general sounding incoming such as

a group pilot incoming on the like, the call is connected from the trunk 9b to an attendant board (ATT) 11 through a position equipment (POS) 10, and a server of the attendant board 11 connects it to the extension telephone set of a called **subscriber**.

15/5/21 (Item 21 from file: 347)  
DIALOG(R) File 347:JAPIO  
(c) 2000 JPO & JAPIO. All rts. reserv.

01249659 \*\*Image available\*\*  
SPECIAL NUMBER TRANSFER SYSTEM FOR **SUBSCRIBER**

PUB. NO.: 58-187059 [JP 58187059 A]  
PUBLISHED: November 01, 1983 (19831101)  
INVENTOR(s): MORIYA YASUHARU  
APPLICANT(s): NEC CORP [000423] (A Japanese Company or Corporation), JP  
(Japan)  
APPL. NO.: 57-069992 [JP 8269992]  
FILED: April 26, 1982 (19820426)  
INTL CLASS: [3] H04M-003/60  
JAPIO CLASS: 44.4 (COMMUNICATION -- Telephone)  
JOURNAL: Section: E, Section No. 225, Vol. 08, No. 25, Pg. 100,  
February 02, 1984 (19840202)

#### ABSTRACT

PURPOSE: To display a special number received on an attendant board when the attendant board is used in common to various special numbers, by providing a means transmitting the special number to a position equipment and a means transmitting the special number to the attendant board in case of a generic call.

CONSTITUTION: An ICT is an input device, and a special number display controller SIND stores temporarily an IXY number from an incoming register IR and transmits the IXY number to the attendant board ATT by an indication from a common controller (marker) MKR. A display device DISP displays the information transmitted from the device SIND, and the position equipment **POS** provided for the attendant board ATT discriminates a call whether it is a general call or a public call, and in case of the general call, the special number from the device SIND is transmitted to the board ATT. An FRAME is a three-wire two-stage link, a TBC is an outgoing discriminator, and a connector IRMC connects an incoming register IR and the marker MKR.

15/5/22 (Item 22 from file: 347)  
DIALOG(R) File 347:JAPIO  
(c) 2000 JPO & JAPIO. All rts. reserv.

01209868 \*\*Image available\*\*  
CONFERENCE CALL CONNECTION SYSTEM

PUB. NO.: 58-147268 [JP 58147268 A]  
PUBLISHED: September 02, 1983 (19830902)  
INVENTOR(s): TAKAHASHI ATSUHISA  
HARADA HIDEKI  
ARAI HARUO  
APPLICANT(s): FUJITSU LTD [000522] (A Japanese Company or Corporation), JP  
(Japan)  
APPL. NO.: 57-030029 [JP 8230029]  
FILED: February 26, 1982 (19820226)  
INTL CLASS: [3] H04M-003/56  
JAPIO CLASS: 44.4 (COMMUNICATION -- Telephone)  
JOURNAL: Section: E, Section No. 212, Vol. 07, No. 264, Pg. 142,  
November 24, 1983 (19831124)

#### ABSTRACT

PURPOSE: To perform a conference call between plural communication circuits by providing a switchboard with an additional attachment for conference

which mixes voice signals sent from conference circuit and connecting circuit one by one to a conference circuit through the switchboard.

CONSTITUTION: When a **subscriber** A selects a special number for requesting the conference call, a central control unit connects with the switchboard **POS** of a communication circuit L(sub 0) through a selected switchboard trunk PST and channels P(sub 20) and P'(sub 20) set in a network NW. Then, when the operator of the switchboard **POS** listens to a request for the conference call from the **subscriber** A, the number of the conference circuit C(sub 0) is selected to connect the circuit L(sub 0) to the circuit C(sub 0) through a channel P'(sub 20) while releasing the P'(sub 20) in the network NW. Further, the operator inputs selection signals for a **subscriber** B and a circuit C(sub 1) to connect a communication circuit L(sub 1) to the circuit C(sub 1) through a selected switchboard trunk PST and channels P(sub 21) and P'(sub 21) set in the network NW.

15/5/23 (Item 23 from file: 347)

DIALOG(R)File 347:JAPIO

(c) 2000 JPO & JAPIO. All rts. reserv.

01103561 \*\*Image available\*\*

TEST SYSTEM OF **SUBSCRIBER** LINE

PUB. NO.: 58-040961 [JP 58040961 A]

PUBLISHED: March 10, 1983 (19830310)

INVENTOR(s): KUBO MASAHIRO  
YOSHIOKA MASANORI  
KIMURA NAOHIRO  
TAKANO KEIICHI  
KOMATSU AYAFUMI

APPLICANT(s): FUJITSU LTD [000522] (A Japanese Company or Corporation), JP  
(Japan)

NIPPON TELEGR & TELEPH CORP <NTT> [000422] (A Japanese  
Company or Corporation), JP (Japan)

OKI ELECTRIC IND CO LTD [000029] (A Japanese Company or  
Corporation), JP (Japan)

NEC CORP [000423] (A Japanese Company or Corporation), JP  
(Japan)

HITACHI LTD [000510] (A Japanese Company or Corporation), JP  
(Japan)

APPL. NO.: 56-139418 [JP 81139418]

FILED: September 04, 1981 (19810904)

INTL CLASS: [3] H04M-003/30

JAPIO CLASS: 44.4 (COMMUNICATION -- Telephone)

JOURNAL: Section: E, Section No. 178, Vol. 07, No. 123, Pg. 67, May  
27, 1983 (19830527)

#### ABSTRACT

PURPOSE: To increase the accuracy of measurement, to facilitate the maintenance of the slave stations and to enhance the test function, by measuring a **subscriber** line through a measuring circuit of a tester in a slave station and feeding the result of measurement to a maintenance charging station via a data transmission circuit.

CONSTITUTION: A test controller scans a position trunk **POS** and accordingly detects a test indication to connect the trunk **POS** to a line test outgoing trunk LTOGT. An operator indicates the type of measurement after confirming the connection. Thus a tester connects a measuring device MSR to a **subscriber** to be tested to perform a test. The result of this test is fed to a test controller via a data transmission circuit. A test controller performs the processing and editing with a program and displays them on a CRT display of a test board.

15/5/24 (Item 24 from file: 347)

DIALOG(R)File 347:JAPIO

(c) 2000 JPO & JAPIO. All rts. reserv.

00895465      \*\*Image available\*\*  
FAILURE TRANSFER SYSTEM

PUB. NO.:        57-045765 [JP 57045765 A]  
PUBLISHED:      March 15, 1982 (19820315)  
INVENTOR(s):    FURUKAWA KENZO  
APPLICANT(s):   NEC CORP [000423] (A Japanese Company or Corporation), JP  
                  (Japan)  
APPL. NO.:      55-121524 [JP 80121524]  
FILED:          September 02, 1980 (19800902)  
INTL CLASS:     [3] H04M-003/22  
JAPIO CLASS:    44.4 (COMMUNICATION -- Telephone)  
JOURNAL:        Section: E, Section No. 115, Vol. 06, No. 115, Pg. 159, June  
                  26, 1982 (19820626)

#### ABSTRACT

PURPOSE: To achieve transmission and reception for failure information, by transferring the content of a failure taken place in an exchanger in an inattended station or the like to the operator utilizing operator lines of generic **subscribers** for such as telephone number guide and reception of request of a toll call, in a common control system automatic exchanger.

CONSTITUTION: If a failure takes place in each frame, a failure controller ALMC is immediately started and the content of failure is transferred. This device ALMC starts an operator trunk connector OPTC depending on the content of failures to instruct to catch an outgoing trunk OPOGT for a vacant operator. The device ALMC transfers the content of failures to the operator through the catch of the trunk OPOGT from the connector OPTC, incoming trunk OPICT for the operator of exchange station, and catch end signal of the operator **POS**. Thus, it is not necessary to install an exclusive line for failure transfer between an unattendant station and a master station.

15/5/25        (Item 25 from file: 347)

DIALOG(R)File 347:JAPIO  
(c) 2000 JPO & JAPIO. All rts. reserv.

00751062      \*\*Image available\*\*  
RECALLOUT SYSTEM OF TRUNK LINE RELAY BOARD

PUB. NO.:        56-071362 [JP 56071362 A]  
PUBLISHED:      June 13, 1981 (19810613)  
INVENTOR(s):    MIZUOCHI TAKAHISA  
APPLICANT(s):   NEC CORP [000423] (A Japanese Company or Corporation), JP  
                  (Japan)  
APPL. NO.:      54-147417 [JP 79147417]  
FILED:          November 14, 1979 (19791114)  
INTL CLASS:     [3] H04M-003/58; H04M-003/60  
JAPIO CLASS:    44.4 (COMMUNICATION -- Telephone)  
JOURNAL:        Section: E, Section No. 72, Vol. 05, No. 137, Pg. 11, August  
                  29, 1981 (19810829)

#### ABSTRACT

PURPOSE: To avoid the necessity of waiting with a hand set in hand for extension **subscribers** until the relay board operator responds, by providing a recall detection circuit detecting the operating signal of a telephone set with the trunk line trunk, in recalling the trunk line relay board from an extension telephone set during connection.

CONSTITUTION: With the dial pulse or hook switch operation determined to recall the trunk line relay board operator from an extension TEL, the dial pulse relaying and communication monitor relay A is operated. Further, with the operation of the relay A, the recall detection circuit RDET is operated, the telephone set is hooked on, and when a recall signal is detected, the recall detection relay RC is activated. Recall display is made to the lamp L of the position device **POS** with this relay RC. Next,

after the recall display of the operator of the trunk line relay board, when the trunk line COTR is caught with the board operation, the extension TEL is called from the device POS. Thus, the extension subscribers need not to carry a handset in hand until the operator responds, in recalling the relay board operator.

15/5/26 (Item 26 from file: 347)  
DIALOG(R) File 347:JAPIO  
(c) 2000 JPO & JAPIO. All rts. reserv.

00693563 \*\*Image available\*\*  
ATTENDANT BOARD SYSTEM

PUB. NO.: 56-013863 [JP 56013863 A]  
PUBLISHED: February 10, 1981 (19810210)  
INVENTOR(s): MISHIMA TOMOYASU  
ISHIBASHI YOSHIJI  
YANAGIMOTO TAKAHITO  
ICHIMURA AKIRA  
APPLICANT(s): FUJITSU LTD [000522] (A Japanese Company or Corporation), JP  
(Japan)  
NIPPON TELEGR & TELEPH CORP <NTT> [000422] (A Japanese  
Company or Corporation), JP (Japan)  
NEC CORP [000423] (A Japanese Company or Corporation), JP  
(Japan)  
APPL. NO.: 54-088953 [JP 7988953]  
FILED: July 13, 1979 (19790713)  
INTL CLASS: [3] H04M-003/60; H04M-003/52; H04Q-001/20; H04Q-003/64  
JAPIO CLASS: 44.4 (COMMUNICATION -- Telephone)  
JOURNAL: Section: E, Section No. 54, Vol. 05, No. 63, Pg. 142, April  
28, 1981 (19810428)

#### ABSTRACT

PURPOSE: To ensure the information work in a low-cost system, by installing the single-structure load distributor which is controlled by the stored program and the backup position equipment which performs the attendant service in place of the load distributor in case some fault occurs to the distributor.

CONSTITUTION: The load distributor consists of channel network NW, incoming trunk ICT which is provided at the incoming side of NW and has talkie device TKE, outgoing sender OST which sends out the connection code, position equipment POS which is provided at the outgoing side of NW, attendant board BD, outgoing trunk OGT which enables the talking with the originating subscriber, talkie trunk TKT which sends the talkie tone to arouse the attention of the originating subscriber, and announcing machine AM each. Such load distributor is controlled by controller CONT and furthermore controlled via scanner SCN and switch trunk controller STC each. Thus attendant board BD is selected and connected in accordance with the incoming to ICT, and the switching is given to backup position equipment BUPOS in case the fault occurs. As a result, a low cost can be realized for the system as a whole, thus enabling the application of this system even to a small-scale station.

15/5/27 (Item 27 from file: 347)  
DIALOG(R) File 347:JAPIO  
(c) 2000 JPO & JAPIO. All rts. reserv.

00663050 \*\*Image available\*\*  
AUTOMATIC ANSWER SYSTEM

PUB. NO.: 55-150650 [JP 55150650 A]  
PUBLISHED: November 22, 1980 (19801122)  
INVENTOR(s): IKOMA YUJI  
MIDORIKAWA MASAHIRO  
AIZAWA KIYOSHI  
APPLICANT(s): NEC CORP [000423] (A Japanese Company or Corporation), JP

(Japan)  
NIPPON TELEPHONE & TELEGRAPH CORP <NTT> [000422] (A Japanese Company or Corporation), JP (Japan)  
APPL. NO.: 54-058914 [JP 7958914]  
FILED: May 14, 1979 (19790514)  
INTL CLASS: [3] H04M-003/50; H04M-003/52  
JAPIO CLASS: 44.4 (COMMUNICATION -- Telephone)  
JOURNAL: Section: E, Section No. 45, Vol. 05, No. 23, Pg. 89, February 12, 1981 (19810212)

#### ABSTRACT

PURPOSE: To improve the work efficiency of an attendant board, by connection-switching the originating **subscriber** from a position equipment to the voice answer trunk, which is stored in the same switch network, at an automatic answer time to release the position equipment and the attendant board.

CONSTITUTION: When guide information such as the telephone number and position equipment **POS** number information are sent from the retrieving part to automatic answer control unit VCP, link controller CONT is started to receive **POS** number information. Further, the storage position of incoming trunk ICT is extracted, and voice answer trunk VAT is selected, and ICT and VAT are connected. Then, a retrieval completion signal is transmitted to **POS** to release connection link to ICT, and a trunk status signal is transmitted to attendant board ATT to clear the display unit of ATT. Further, CONT transmits VAT number information to VCP and supplies voice gate control information to VAT till disconnection of the originating **subscriber** and switches the gate to sent voice from voice drum AUDF to the originating **subscriber**.

15/5/28 (Item 28 from file: 347)  
DIALOG(R) File 347:JAPIO  
(c) 2000 JPO & JAPIO. All rts. reserv.

00547975 \*\*Image available\*\*  
NUMBER DISPLAY SYSTEM FOR B BOARD

PUB. NO.: 55-035575 [JP 55035575 A]  
PUBLISHED: March 12, 1980 (19800312)  
INVENTOR(s): MARUYAMA ITSURO  
KIMURA YUKIO  
APPLICANT(s): NEC CORP [000423] (A Japanese Company or Corporation), JP (Japan)  
APPL. NO.: 53-109447 [JP 78109447]  
FILED: September 05, 1978 (19780905)  
INTL CLASS: [3] H04M-003/64; H04M-003/54  
JAPIO CLASS: 44.4 (COMMUNICATION -- Telephone)  
JOURNAL: Section: E, Section No. 11, Vol. 04, No. 67, Pg. 76, May 20, 1980 (19800520)

#### ABSTRACT

PURPOSE: To eliminate the trouble for connection by first giving a visible display to the operation number of the B board through display tube or the like and then to the **subscriber**'s number actually connected in a simple and assured way.

CONSTITUTION: When the incoming arrives from the main wire, it is displayed through the display tube or the like from office trunk COT to B board ATT. And the operator of the B board carries out the answer operation to have the talking with the office **subscriber**. Then the operator of ATT gives a transfer to the extension, and position device **POS** gives the figure display directly to the number operated by the operator and at the same time starts marker MK. And marker MK sends the key number transferred to number group NG and then selects the extension of one room among the key groups to send the information to MK. Based on this information, marker MK controls the connection between trunk COT and the extension **subscriber** to send the extension **subscriber** number to device **POS**. In this way, both

the operation number of ATT and the connected **subscriber** number can be displayed in a simple and assured way, eliminating the trouble for connection.

15/5/29 (Item 29 from file: 347)  
DIALOG(R)File 347:JAPIO  
(c) 2000 JPO & JAPIO. All rts. reserv.

00527140 \*\*Image available\*\*  
MESSAGE REGISTER SYSTEM FOR PRIVATE BRANCH EXCHANGE FACILITIES

PUB. NO.: 55-014740 [JP 55014740 A]  
PUBLISHED: February 01, 1980 (19800201)  
INVENTOR(s): YAMAUCHI YOSHIKAZU  
APPLICANT(s): NEC CORP [000423] (A Japanese Company or Corporation), JP  
(Japan)  
APPL. NO.: 53-087370 [JP 7887370]  
FILED: July 17, 1978 (19780717)  
INTL CLASS: [3] H04M-015/26  
JAPIO CLASS: 44.4 (COMMUNICATION -- Telephone)  
JOURNAL: Section: E, Section No. 5, Vol. 04, No. 44, Pg. 54, April 05,  
1980 (19800405)

#### ABSTRACT

PURPOSE: To realize the display of the message frequency even for the originating from the attendant board by providing the means which connects the line side of the two-way trunk to the extension circuit.

CONSTITUTION: The B board operator, with request for the office originating by extension **subscriber** EXT, catches the two-way trunk BWT via attendant board ATTCON, position unit POS and position link PL each and then performs the office originating via extension circuit LRG connected to the line side, switch frame SWF and central office trunk COT. With this route (a), message register circuit MT starts as in the case of the automatic originating by extension **subscriber**, and thus the message frequency information is displayed on message frequency display unit MET. After this, the operator calls out originating **subscriber** EXT via route (c) and then forms the channel to the main wire side via BWT.

15/5/30 (Item 30 from file: 347)  
DIALOG(R)File 347:JAPIO  
(c) 2000 JPO & JAPIO. All rts. reserv.

00405808  
CONNECTION SYSTEM FOR EXTENSION IN CHARGE OF ATTENDANT BOARD AGAINST MAIN-WIRE INCOMING CALL

PUB. NO.: 54-057808 [JP 54057808 A]  
PUBLISHED: May 10, 1979 (19790510)  
INVENTOR(s): HIWATARI YASUO  
OKA SHIYUUJI  
TAKAGI HIDEO  
APPLICANT(s): NEC CORP [000423] (A Japanese Company or Corporation), JP  
(Japan)  
APPL. NO.: 52-123577 [JP 77123577]  
FILED: October 17, 1977 (19771017)  
INTL CLASS: [2] H04M-003/60  
JAPIO CLASS: 44.4 (COMMUNICATION -- Telephone)  
JOURNAL: Section: E, Section No. 121, Vol. 03, No. 78, Pg. 150, July  
05, 1979 (19790705)

#### ABSTRACT

PURPOSE: To enable an attendant board operator to handle many incoming calls instantaneously and also to have an internal arrangement talk with a called **subscriber** before connecting a calling **subscriber** to the called **subscriber**.



CONSTITUTION: Incoming trunk ICT is connected to both switch frame SWF and position link PL, and position trunk OPT is to the outgoing side of position link PL. Then, position equipment is made to correspond to attendant board ATT, and position trunk OPT is multi-connected to position equipment POS via loops as many as one attendant board ATT can take charge of. Extension **subscriber** EXT is connected to the incoming side of switch frame SWF. Consequently, an attendant-board operator, even if handling another call leaving one call through keying, can have an internal arrangement talk with the called **subscriber** without fail before the called **subscriber** is connected to the calling **subscriber**

15/5/31 (Item 31 from file: 347)  
DIALOG(R)File 347:JAPIO  
(c) 2000 JPO & JAPIO. All rts. reserv.

00392407  
TERMINAL CONTROL SYSTEM

PUB. NO.: 54-044407 [JP 54044407 A]  
PUBLISHED: April 07, 1979 (19790407)  
INVENTOR(s): KUBO YOSHIFUMI  
ISHII TADAO  
ISHIWATARI MASAOKI  
INOMOTO NORIHIKO  
APPLICANT(s): FUJITSU LTD [000522] (A Japanese Company or Corporation), JP  
(Japan)  
APPL. NO.: 52-110954 [JP 77110954]  
FILED: September 14, 1977 (19770914)  
INTL CLASS: [2] H04M-003/60; G06F-003/00  
JAPIO CLASS: 44.4 (COMMUNICATION -- Telephone); 45.3 (INFORMATION  
PROCESSING -- Input Output Units)  
JOURNAL: Section: E, Section No. 115, Vol. 03, No. 66, Pg. 80, June  
07, 1979 (19790607)

#### ABSTRACT

PURPOSE: To enable diverse segmentation and to make unnecessary the work design and wiring work accompanied with the terminal change, by performing the tenant designation with the control of terminal corresponding bits from the central processing unit, in PBX.

CONSTITUTION: The attendant boards ATTO to N belonging to the tenants A and B are allocated at the **subscriber** terminals of the exchanger network NW and the main line trunk COT assigned to the tenants A and B is allocated to the trunk terminals. Further, the incoming of main line is detected with the central processing unit CC via the trunk scanning unit TSCN, and the display for incoming is made to the attendant boards ATTO to N by setting '1' to the corresponding bit of the attendant board control unit POS via the signal distributor SD. The reference table of the attendant board corresponding to each tenant is memorized in the memory M, and the display relay of POS desired is operated by referencing the reference table by program with CC.

Set	Items	Description
S1	139637	PERIODICAL? OR MAGAZINE? OR NEWSPAPER? OR JOURNAL? OR NEWS-LETTER? OR SERIAL? OR ZINE
S2	46986	SUBSCRIB? OR SUBSCRIPT?
S3	653117	CANCEL? OR END? OR STOP? OR TERMINAT?
S4	14925	POS OR POINT(2N)SALE? OR CASH()REGISTER? OR NEWSTAND? OR NEWSSTAND OR ECR OR BOOKSTORE?
S5	39982	BARCODE? OR BAR()CODE? OR SCANNER? OR SCANNED
S6	24547	(MULTIPL? OR SEVERAL? OR MANY OR PLURAL? OR NUMBER? OR QUANTITY?) (5N) (ISSUE? OR COPY OR COPIES OR S1)
S7	0	S1 AND S2 AND S3 AND S4 AND S5 AND S6
S8	18	S1 AND S2 AND S4
S9	1	S2(S)S4(S)S5
S10	19	S8 OR S9
S11	19	RD (unique items)
S12	16	S11 NOT PY>1997
S13	15	S12 NOT PD>970505
File	77:	Conference Papers Index 1973-2000/May (c) 2000 Cambridge Sci Abs
File	35:	DISSERTATION ABSTRACTS ONLINE 1861-1999/DEC (c) 2000 UMI
File	583:	Gale Group Globalbase(TM) 1986-2000/Jun 05 (c) 2000 The Gale Group
File	2:	INSPEC 1969-2000/Apr W5 (c) 2000 Institution of Electrical Engineers
File	65:	Inside Conferences 1993-2000/Jun W1 (c) 2000 BLDSC all rts. reserv.
File	233:	Internet & Personal Comp. Abs. 1981-2000/May (c) 2000 Info. Today Inc.
File	99:	Wilson Appl. Sci & Tech Abs 1983-2000/Apr (c) 2000 The HW Wilson Co.

13/5/1 (Item 1 from file: 35)  
DIALOG(R)File 35:DISSERTATION ABSTRACTS ONLINE  
(c) 2000 UMI. All rts. reserv.

0955443 ORDER NO: AAD87-12993

**S. A. CUNNINGHAM AND THE CONFEDERATE HERITAGE (CIVIL WAR, TENNESSEE)**

Author: SIMPSON, JOHN A.

Degree: PH.D.

Year: 1987

Corporate Source/Institution: UNIVERSITY OF OREGON (0171)

Source: VOLUME 48/03-A OF DISSERTATION ABSTRACTS INTERNATIONAL.

PAGE 732. 543 PAGES

Descriptors: HISTORY, UNITED STATES; BIOGRAPHY

Descriptor Codes: 0337; 0304

The purpose of this biography of Sumner Archibald Cunningham was to narrate his military career and explain his keen preoccupation with the Confederate heritage through a postwar **magazine**, the Confederate Veteran. The story began when his humble family migrated from North Carolina to a small farm in rural Bedford County, Tennessee. Throughout his childhood and adolescence the farm's productivity grew with the acquisition of Negro slaves. As a result, Cunningham was afforded an education in a backwoods academy. When the Civil War broke out he enlisted in the 41st Tennessee Infantry and served over three years without distinction.

After the war, Cunningham entered into a mercantile enterprise in Middle Tennessee that included dry goods and a **bookstore**. Involvement in this business began from a simple need to survive. Shortly, Cunningham utilized this income to supplement another interest--**journalism**. Starting in 1871, he edited several daily, weekly and monthly tabloids in Tennessee, Georgia and New York. He cultivated a growing reputation for disseminating information relative to the historic Confederacy.

Cunningham's career as a professional **journalist** took a new direction while employed as a staff correspondent with the Nashville American. In 1889, he accepted a position from the Southern Press Association to solicit contributions for the Jefferson Davis monument fund. In order to publicize and encourage pledges, Cunningham founded the Confederate Veteran **magazine** in 1893. The Nashville-based **journal** filled an immediate need with a particular Southern readership. The editor struggled in the early years to overcome low **subscriptions**, disinterested advertising, aloofness from the Confederate fraternities, and a devastating legal battle.

As the owner and proprietor, Cunningham's personal editorial style impacted the **magazine** for twenty-one years. His professional guidance and dedication to promote the Confederate experience established the **magazine** as the official organ of several ex-Confederate organizations and the largest publication of any kind in the South. Cunningham broadened his associational interests to include membership in many civic, historic and religious groups. Cunningham capped forty-two years in **journalism** to become a primary exemplar of the Confederate heritage.

13/5/2 (Item 2 from file: 35)  
DIALOG(R)File 35:DISSERTATION ABSTRACTS ONLINE  
(c) 2000 UMI. All rts. reserv.

903500 ORDER NO: AAD85-27266

**A LONGITUDINAL ANALYSIS OF THE AGENDA-SETTING POWER OF THE BLACK PERIODICAL PRESS (MAGAZINES, THEORY)**

Author: CHERRY, DIANNE LYNNE

Degree: PH.D.

Year: 1985

Corporate Source/Institution: THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL (0153)

Source: VOLUME 46/11-A OF DISSERTATION ABSTRACTS INTERNATIONAL.

PAGE 3177. 210 PAGES

Descriptors: **JOURNALISM** ; BLACK STUDIES

The present study examines the influence of the Black **periodical** press on establishing issue salience for Black adults. The similarity of rankings of issues between political coverage in Black **magazines** and the rankings of salient issues of Black Americans over time is measured.

The agenda of salient issues for Black Americans is identified through the Center for Political Study American National Election Studies between 1974 and 1982. The agenda of Black media is determined through a content analysis of Ebony, Black Enterprise and Essence **magazines**. Unlike Black-owned **newspapers** often used in research of the role of Black-owned media in the lives of their audiences, these Black-owned **magazines** are circulated nationally. Through both **subscription** and **newsstand** sales, these **periodicals** also are available to both urban and rural Blacks.

Three hypotheses are tested. Hypothesis One predicts that the public agendas of Blacks and Whites are not the same. Results of correlational and chi square tests support this hypothesis. The analyses indicate that Blacks typically report social welfare issues as most salient. White respondents most frequently mention economics and business issues as most important.

Hypothesis Two proposes that the two races' public agendas are not the same regardless of income or gender differences. In most cases, this hypothesis also is supported by the analyses. It does appear, however, that Blacks' salience of social welfare and economics and business issues is influenced by concurrent rates of unemployment of Blacks.

Hypothesis Three proposes that the cross-lagged correlation between the media agenda at Time 1 and the public agenda among Blacks at Time 2 will be greater than the cross-lagged correlation between the media agenda at Time 2 and the public agenda at Time 1. The hypothesis of agenda-setting by the Black **periodical** press is supported. The media agenda contributes significantly to Black adults' perceptions of salient issues between 1976 and 1978.

13/5/3 (Item 1 from file: 583)  
DIALOG(R)File 583:Gale Group Globalbase(TM)  
(c) 2000 The Gale Group. All rts. reserv.

06457892  
Une carte pour doper la marque Stoc  
FRANCE: STOC LAUNCHES THE IRIS CARD  
LSA (LSA) 10 Apr 1997 p.78  
Language: FRENCH

All of the stores of the Stoc local retail chain, a subsidiary of Comptoirs Modernes, will have a loyalty card named Iris by the end of 1997. This card will function according to a system of points which the client obtains for purchases of FFfr 10 when going through the checkout stand. When the card totals 250 points, the customer can choose a gift from the catalogue. In order to stimulate own brand **sales**, a 5-point bonus will be granted to people buying Stock products. In addition, the Iris card offers many advantages to cardholders, such as preferential rates on automobile insurance, travel, and **newspaper subscriptions**. The first tests of the Iris card are encouraging: the average market basket for 35,000 card holders (FFfr 170) increased 10%. In addition, the Iris card provides Stoc with information on its customers.

COMPANY: COMPTOIRS MODERNES; STOC  
PRODUCT: Food Retailing (5400); Retail Trade (5200);  
EVENT: Product Design & Development (33);  
COUNTRY: France (4FRA);

13/5/4 (Item 2 from file: 583)  
DIALOG(R)File 583:Gale Group Globalbase(TM)  
(c) 2000 The Gale Group. All rts. reserv.

06199965

Le **Journal** des enfants' met ses habits neufs  
FRANCE: LE **JOURNAL** DES ENFANTS' NEW FORMULA  
Le Figaro (XMV) 12 Sep 1995 p.46  
Language: FRENCH

In France, Le **Journal** des Enfants, a weekly information publication for young adolescents is changing its formula in order to stimulate sales. It has 600,000 readers and 150,000 **subscribers**, of which 19,000 are schools. It hopes to reach a distribution of 250,000 copies with its new presentation, and even 400,000 within ten years, and it is planning to sell it at **newstands** by the year 2000.

PRODUCT: Marketing (9914); **Magazines** (2721);  
EVENT: Companies Activities (10);  
COUNTRY: France (4FRA);

13/5/5 (Item 3 from file: 583)  
DIALOG(R)File 583:Gale Group Globalbase(TM)  
(c) 2000 The Gale Group. All rts. reserv.

06199938

Le bon check-up de la presse santi  
FRANCE: HEALTH AND FITNESS PRESS DOING WELL  
Strategies (XOD) 08 Sep 1995 p.28-31  
Language: FRENCH

According to a survey by Sofrhs-Figaro Madame, health is a major concern for the French. The Top Santi **magazine** is the leader of the health press in France, with a distribution of 589,551 copies in 1994, followed by Santi **Magazine** with 384,743 copies, and Riponse `Tout Santi with 285,685 copies. These **magazines** are for the general public and also have articles on beauty and fitness. In September 1995, Univers Santi, a competitor, arrived which targets men as well as women; it has a distribution goal of 300,000 copies. According to the head of the Valdemars group, it will avoid any consumerist viewpoint. There are also **magazines** sold mainly on **subscription** to pharmacists, who distribute them to their customers. These include Rendez-Vous Santi (47,000 **subscribers**), Bien-jtre et Santi (479,850 copies, and Le **Journal** des Frangais Santi (92,000 **subscribers** and 6,000 to 10,000 sold at **newstands**). The third category of Health press includes **magazines** dealing with fitness, alternative medicine, and healthy living, such as Psychologies (80,000 copies) Midecine Douce (60,000), Midecine Naturelle (55,000) and En Forme (100,000 copies).

PRODUCT: Health, Education & Welfare (8000); **Magazines** (2721);  
EVENT: Sales & Consumption (65); Market & Industry News (60);  
COUNTRY: France (4FRA);

13/5/6 (Item 4 from file: 583)  
DIALOG(R)File 583:Gale Group Globalbase(TM)  
(c) 2000 The Gale Group. All rts. reserv.

05986893

China Commercial News makes debut  
HONG KONG: BI-MONTHLY TITLE BY CNN NETWORK  
Media (XCP) 15 Apr 1994 p.3  
Language: ENGLISH

In Hong Kong, CCN Network has launched China Commercial News, the English-language business bi-monthly title targeted at business communities in Hong Kong and around the world. Its editorial will focus exclusively on China business, and will also feature Hong Kong and Macau. Initial print run of the title is 10,000 copies, with 5,000 copies to be circulated outside Hong Kong. Cover price is HKD 35 and distribution is by controlled free circulation, **subscription** and **newsstand** sales. Meanwhile, CCN Network is the publishing arm of exhibition organiser Pro & Pub Ltd. \*

COMPANY: PRO & PUB; CCN NETWORK

PRODUCT: **Periodicals** (2721); Printing & Publishing (2700);  
EVENT: Marketing Procedures (24);  
COUNTRY: Hong Kong (9HON);

13/5/7 (Item 5 from file: 583)  
DIALOG(R)File 583:Gale Group Globalbase(TM)  
(c) 2000 The Gale Group. All rts. reserv.

05975833  
LES ANGEVINS, COBAYES DE LA PUBLICITE CABLEE  
FRANCE: TESTS OF IMPACT OF ADVERTISING SPOTS  
Le Nouvel Economiste (XNQ) 15 Apr 1994 No941,p.26  
Language: FRENCH

Marketingscan is going to study the impact of advertising spots on 3,000 households in Angers. Marketingscan will broadcast special spots on the cable network on order to test a whole marketing plan. The effect of these spots will be measured directly at supermarkets and hypermarkets **cash registers** in Angers. A magnetic card given to each of the **subscribers scanned** will make it possible to identify their purchases. This is the first time that such a method has been tested in France. Angers has been chosen because the structure of its population is very like that of France, and it has a high cable penetration rate. Marketingscan has invested FFR 30mn on this operation.

COMPANY: MARKETINGSCAN

PRODUCT: Beverages (2080); Cosmetics (2844CO); Soaps, Detergents & Toiletries (2840); Food & Drink (2000);  
EVENT: Marketing Procedures (24);  
COUNTRY: France (4FRA);

13/5/8 (Item 6 from file: 583)  
DIALOG(R)File 583:Gale Group Globalbase(TM)  
(c) 2000 The Gale Group. All rts. reserv.

01252156  
CONDE NAST TO LAUNCH NEW TRAVEL **MAGAZINE**  
US - CONDE NAST TO LAUNCH NEW TRAVEL **MAGAZINE**  
New York Times (NYT) 11 August 1987 pD19  
ISSN: 0362-4331

Conde Nast is to launch a travel **magazine** on 01/09/87. **Newsstand** sales of 100k are aimed for, and **subscriptions** of 750k. Called Traveller, the main competitors of the **magazine** will be Travel and Leisure from American Express and European Travel and Life from Murdoch **Magazines**. Ad prices will be \$14.500 for black and white and \$21k for colour.\*

PRODUCT: **Magazine** Printing (2721MP);  
EVENT: PRODUCTS, PROCESSES & SERVICES (30);  
COUNTRY: United States (1USA); NATO Countries (420); South East Asia Treaty Organisation (913);

13/5/9 (Item 7 from file: 583)  
DIALOG(R)File 583:Gale Group Globalbase(TM)  
(c) 2000 The Gale Group. All rts. reserv.

01042404  
WSJ/EUROPE TO BE PRINTED AT RINGIER PLANT  
SWITZERLAND - WSJ/EUROPE TO BE PRINTED AT RINGIER PLANT  
Wall Street Journal Europe (WSJ) 30 April 1987 p8

From 04/05/87 Dow Jones Co will begin printing a part of **The Wall Street Journal** /Europe's circulation at a plant owned by Ringier in Adlingenswil. Full-page images of each issue will be transmitted via satellite from the Dutch printing centre in Heerlen. The new plant site is to serve **subscribers** and **newstand** buyers in Switzerland, Italy, Austria and southern Germany.

PRODUCT: **Newspaper** Printing (2711NP); Newspaper Publishing (2711NU);  
EVENT: COMPANIES ACTIVITIES (10);  
COUNTRY: Switzerland (5SWI); European Free Trade Association Countries (511);

13/5/10 (Item 8 from file: 583)  
DIALOG(R)File 583:Gale Group Globalbase(TM)  
(c) 2000 The Gale Group. All rts. reserv.

00972270  
INCREASE IN **NEWSPAPER** SALES  
NETHERLANDS - INCREASE IN **NEWSPAPER** SALES  
Financieele Dagblad (HFD) 11 March 1987 p10  
ISSN: 0162-9158  
Language: Dutch

In 1986 Dutch daily **newspaper** circulation increased by 0.7% to 4.5m, according to the **newspaper** publishers association NDP. **Subscription** sales increased by 0.4% and **newsstand** sales by 2.7%. Ad volume growth increased by 3.4%, contributed to by 21.7% increase in personnel ads.

PRODUCT: **Newspaper** Publishing (2711NU);  
EVENT: MARKET & INDUSTRY NEWS (60);  
COUNTRY: Netherlands (4NET); OECD Europe (415); European Economic Community Countries (419); NATO Countries (420);

13/5/11 (Item 9 from file: 583)  
DIALOG(R)File 583:Gale Group Globalbase(TM)  
(c) 2000 The Gale Group. All rts. reserv.

00408350  
POSSIBILITIES FOR FAX **NEWSPAPER** PRODUCTION  
FRANCE - POSSIBILITIES FOR FAX **NEWSPAPER** PRODUCTION  
Caractere (CE) 1 July 1986 p43  
ISSN: 0008-6126  
Language: French

A new study from IFRA predicts that in the medium-term future **newspapers** will be reproduced by fax in the home every morning. In 1936, 300 Homefax receivers were served by the WOR transmitter in New York, but **newspaper** price was still 10p more expensive than the **newsstand** copy. In a Homefax test in Japan by RCA, page transmission speed was 480pp/min. Homefax is still in use for radio-**newspapers** for shipping, and braille **newspapers** for blind people. Possibilities for electronic **newspaper** publishing on broadband and cable networks vary, with network **subscribership** 81% of homes in Belgium and only 2% in France. Experiments with the "Textfax" system are underway, and the Bundespost is to begin testing of Textfax in 1987, for printing of home literature on basic ink-jet or thermal transfer printers. IFRA has, in collaboration with the International Press Telecommunications Council, recommended development of a selective fax network called Selfac, which would edit a **newspaper**, selecting only material covering interests listed on a reader profile to produce a smaller version of the paper.

PRODUCT: **Newspaper** Printing (2711NP); Newspaper Publishing (2711NU);  
Computer Printers (3573PW); Facsimile Equipment (3662FX); Electronic Publishing (4811EP); Facsimile Services (4811FS);  
EVENT: MARKET & INDUSTRY NEWS (60);  
COUNTRY: Earth - Planet (0W); France (4FRA); Northern Europe (414); OECD

Europe (415); European Economic Community Countries (419); NATO Countries (420); South East Asia Treaty Organisation (423);

13/5/12 (Item 1 from file: 2)

DIALOG(R)File 2:INSPEC

(c) 2000 Institution of Electrical Engineers. All rts. reserv.

00898875 INSPEC Abstract Number: B76016356, C76012315

**Title: EPROMs (erasable programmable read-only memories) and microprocessors as logic elements**

Author(s): Greene, R.

Author Affiliation: Intel Corp., Santa Clara, CA, USA

Conference Title: 1975 WESCON Technical Papers-Western Electronic Show and Convention. Vol.19 p.26/4 7 pp.

Publisher: Western Periodicals, North Hollywood, CA, USA

Publication Date: 1975 Country of Publication: USA vi+825 pp.

Conference Date: 16-19 Sept. 1975 Conference Location: San Francisco, CA, USA

Language: English Document Type: Conference Paper (PA)

Treatment: Applications (A); Practical (P)

**Abstract:** The EPROM offers all the advantages of a PROM, with the added feature that it can be erased and re-programmed with a new data pattern easily and efficiently by the user. This feature has obvious advantages in mini and microcomputer systems as a non-volatile control store or for configuring I/O priorities that may change with the addition of I/O devices in the field. It also can be used in **point of sale** terminals where tax tables or price codes may change **periodically**, or telephone systems where operating and dial codes may change with the addition of new **subscribers** or trunk lines. (0 Refs)

Descriptors: logic devices; microcomputers; read-only storage

Identifiers: microprocessors; logic elements; microcomputer systems; erasable programmable read only memories

Class Codes: B1260 (Pulse circuits other than digital electronics); B1265 (Digital electronics); C5120 (Logic and switching circuits); C5310 (Storage system design)

13/5/13 (Item 1 from file: 233)

DIALOG(R)File 233:Internet & Personal Comp. Abs.

(c) 2000 Info. Today Inc. All rts. reserv.

00378280 95LK03-001

**Hearst Corporation launches 'The Multimedia Newsstand' -- Hailed as the newsstand of the future; located on Internet's WWW; magazines and more for sale**

LINK-UP, March 1, 1995, v12 n2 p1, 36, 2 Page(s)

ISSN: 0739-988X

Company Name: Hearst Corporation, The

Product Name: Multimedia **Newsstand**, The

Languages: English

Document Type: Product Announcement

Geographic Location: United States

Announces that The Hearst Corporation has launched The Multimedia **Newsstand** (\$NA), an interactive shopping and entertainment service available on the Internet's World Wide Web. Says it offers **magazine subscriptions**, videotapes, and audio CDs. Adds that it offers daily entertainment in the form of comic strips, trivia quizzes, and a collectors' trading post. States that purchasing of these services can be handled through the mails; by faxing the order; by calling an 800- number; or by electronically entering a credit card number. (LDS)

Descriptors: Electronic Shopping; Internet; Entertainment; News; **Magazines**

Identifiers: Multimedia **Newsstand**, The; Hearst Corporation, The

13/5/14 (Item 2 from file: 233)

DIALOG(R)File 233:Internet & Personal Comp. Abs.



(c) 2000 Info. Today Inc. All rts. reserv.

00283133 92LK07-039

**GENie pursues the art of gateways**

Ojala, Marydee

LINK-UP , July 1, 1992 , v9 n4 p34, 1 Page(s)

ISSN: 0739-988X

Company Name: Advanced Research Technologies

Languages: English

Document Type: Articles, News & Columns

Geographic Location: United States

Reports that Advanced Research Technologies Inc. came out with the ARTist Gateway service, which connects GENie **subscribers** to some Dialog databases. Says the three products within the service are: BookShelf, which gateways to the Books in Print database and allows purchasing of a book through the GENie **bookstore** ; **NewsStand** , which connects to 12 metropolitan daily **newspapers** ; and the Reference Center, which connects to 21 Dialog databases of varying subject areas. Also says the ARTist Gateway operates on the IntelliGate network with some differences. (tbc)

Descriptors: Data Communication; Online Systems; Information Retrieval

Identifiers: Advanced Research Technologies

13/5/15 (Item 3 from file: 233)

DIALOG(R)File 233:Internet & Personal Comp. Abs.

(c) 2000 Info. Today Inc. All rts. reserv.

00043668 8252109

**Getting magazines from a menu, not a newsstand**

McClain, Larry

Popular Computing , Nov 1982 , v2 n1 p142-147, 3 pages

ISSN: 0279-4721

Languages: English

Document Type: Column

Geographic Location: United States

Describes the user-publishing database, called Public, that is available to **subscribers** to The Source. This database allows users to create their own electronic **magazine** and get feedback from people who use the files.

Descriptors: \*Electronic Publishing; \*The Source

Identifiers: The Source; Public

Set	Items	Description
S1	214642	PERIODICAL? OR MAGAZINE? OR NEWSPAPER? OR JOURNAL? OR NEWS-LETTER? OR SERIAL? OR ZINE
S2	22123	SUBSCRIB? OR SUBSCRIPT?
S3	670148	CANCEL? OR END? OR STOP? OR TERMINAT?
S4	12434	POS OR POINT(2N)SALE? OR CASH()REGISTER? OR NEWSTAND? OR NEWSSTAND OR ECR OR BOOKSTORE?
S5	47264	BARCODE? OR BAR()CODE? OR SCANNER? OR SCANNED
S6	47742	(MULTIPL? OR SEVERAL? OR MANY OR PLURAL? OR NUMBER? OR QUANTITY?) (5N) (ISSUE? OR COPY OR COPIES OR S1)
S7	69	S1 AND S2 AND S3 AND S4 AND S5 AND S6
S8	13	S1(S)S2(S)S4
S9	572	S1(5N)S2
S10	11	S7 AND S9
S11	22	S8 OR S10
S12	9	S11 NOT AD>970505
S13	9	IDPAT (sorted in duplicate/non-duplicate order)
S14	9	IDPAT (primary/non-duplicate records only)

File 348:European Patents 1978-2000/May W04  
(c) 2000 European Patent Office

File 349:PCT Fulltext 1983-2000/UB=, UT=20000511  
(c) 2000 WIPO/MicroPatent

14/5/1 (Item 1 from File: 348)  
DIALOG(R)File 348:European Patents  
(c) 2000 European Patent Office. All rts. reserv.

01058858

ORDER fax of complete patent from Dialog SourceOne. See HELP ORDER 348

**Satellite communication system**

**Satelliten Kommunikationsanordnung**

**Systeme de communication par satellite**

PATENT ASSIGNEE:

Teledesic LLC, (2439950), 2300 Carillon Point, Kirkland, Washington 98033  
, (US), (Applicant designated States: all)

INVENTOR:

Tuck, Edward Fenton, 2412 East Crescent View Drive, West Covina, CA 91790  
, (US)

Lockie, Douglas Gene, 19267 Mt.Way, Los Fatos CA95030, (US)

Patterson, David Palmer, 338 Toyon Avenue, Los Altos, CA 94022, (US)

Stuart, James R., 1082 West Alder Street, Louisville, CO 80027-1046, (US)

Sturza, Mark Alan, 4670 Galendo Street, Woodland Hills, CA 91364, (US)

Brown, Alison K., 3070 Doolittle Road, Monument, CO 80132, (US)

Jha, Asu Ram, 12354 Charlwood Street, Cerritos, CA 90701, (US)

Wackernagel, H. Beat, (Deceased), , (US)

Ashford, Donald A., 3004 Ransford Circle, Pacific Groove, California  
93950, (US)

Grencions, Vilnis, 193 Saratoga Avenue, Santa Clara, CA 95050, (US)

Liron, Moshe Lerner, 3863 Ross Road, Palo Alto, CA 94303, (US)

LEGAL REPRESENTATIVE:

Powell, Stephen David et al (52311), WILLIAMS, POWELL & ASSOCIATES 4 St  
Paul's Churchyard, London EC4M 8AY, (GB)

PATENT (CC, No, Kind, Date): EP 935349 A2 990811 (Basic)

EP 935349 A3 990908

APPLICATION (CC, No, Date): EP 98122368 921027;

PRIORITY (CC, No, Date): US 783754 911028

DESIGNATED STATES: DE; FR; GB; IT

RELATED PARENT NUMBER(S) - PN (AN):

EP 611500 (EP 92924112)

RELATED DIVISIONAL NUMBER(S) - PN (AN):

EP 611500 (EP 92924112)

INTERNATIONAL PATENT CLASS: H04B-007/185

ABSTRACT EP 935349 A3

Communications between low earth orbit satellites (S) and earth-based terminals (10,12,P,M,F,G) are effected by packet-based signals (709) employing a connection-less protocol without establishing or maintaining a virtual circuit or channel through the system. Each packet (422) comprises a header (424) including a destination field (432) and one or more control fields relating to packet priority and type. Packets of the same signal are routed independently of each other.

ABSTRACT WORD COUNT: 69

NOTE:

Figure number on first page: NONE

LEGAL STATUS (Type, Pub Date, Kind, Text):

Change: 20000209 A2 Inventor information changed: 19991220

Application: 990811 A2 Published application without search report

Examination: 990811 A2 Date of request for examination: 19981125

Search Report: 990908 A3 Separate publication of the search report

Change: 991027 A2 Inventor information changed: 19990907

LANGUAGE (Publication,Procedural,Application): English; English; English

FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
----------------	----------	--------	------------

CLAIMS A	(English)	9932	1570
----------	-----------	------	------

SPEC A	(English)	9932	27672
--------	-----------	------	-------

Total word count - document A	29242
-------------------------------	-------

Total word count - document B	0
-------------------------------	---

Total word count - documents A + B	29242
------------------------------------	-------

14/5/2 (Item 2 from File: 348)

DIALOG(R)File 348:European Patents

(c) 2000 European Patent Office. All rts. reserv.

00627491

ORDER fax of complete patent from Dialog SourceOne. See HELP ORDER 348

**SATELLITE COMMUNICATION SYSTEM**

Satellitenkommunikationssystem

**SYSTEME DE COMMUNICATION PAR SATELLITES**

**PATENT ASSIGNEE:**

Teledesic LLC, (2439950), 2300 Carillon Point, Kirkland, Washington 98033  
, (US), (applicant designated states:

AT;BE;CH;DE;DK;ES;FR;GB;GR;IE;IT;LI;NL;SE)

**INVENTOR:**

TUCK, Edward, Fenton, 2412 East Crescent View Drive, West Covina, CA  
91790, (US)

PATTERSON, David, Palmer, 338 Toyon Avenue, Los Altos, CA 94022, (US)

LOCKIE, Douglas, Gene, 685 Bicknell Road, Los Gatos, CA 95030, (US)

STUART, James, R., 1082 West Alder Street, Louisville, CO 80027-1046,  
(US)

STURZA, Mark, Alan, 4670 Galendo Street, Woodland Hills, CA 91364, (US)

ASHFORD, Donald, A., 1408 Post Street, San Francisco, CA 94109, (US)

BROWN, Alison, K., 3070 Doolittle Road, Monument, CO 80132, (US)

GRENCIONS, Vilnis, G., 193 Saratoga Avenue, Santa Clara, CA 95050, (US)

JHA, Asu, Ram, 12354 Charwood Street, Cerritos, CA 90701, (US)

LIRON, Moshe, Lerner, 3863 Ross Road, Palo Alto, CA 94303, (US)

WACKERNAGEL, H., , Deceased, (US)

**LEGAL REPRESENTATIVE:**

Powell, Stephen David et al (52311), WILLIAMS, POWELL & ASSOCIATES 4 St  
Paul's Churchyard, London EC4M 8AY, (GB)

PATENT (CC, No, Kind, Date): EP 611500 A1 940824 (Basic)

EP 611500 B1 990728

WO 9309613 930513

APPLICATION (CC, No, Date): EP 92924112 921027; WO 92US8966 921027

PRIORITY (CC, No, Date): US 783754 911028

DESIGNATED STATES: AT; BE; CH; DE; DK; ES; FR; GB; GR; IE; IT; LI; NL; SE

INTERNATIONAL PATENT CLASS: H04B-007/185;

**NOTE:**

No A-document published by EPO

**LEGAL STATUS (Type, Pub Date, Kind, Text):**

Application: 940824 A1 Published application (A1with Search Report  
;A2without Search Report)

Examination: 940824 A1 Date of filing of request for examination:  
940426

Examination: 941102 A1 Date of despatch of first examination report:  
940919

Change: 941228 A1 Representative (change)

\*Assignee: 941228 A1 Applicant (transfer of rights) (change):  
Teledesic Corporation (1856450) 32 Loockerman  
Square Suite L-100 Dover, DE 19901 (US)  
(applicant designated states:  
AT;BE;CH;DE;DK;ES;FR;GB;GR;IE;IT;LI;NL;SE)

Change: 980318 A1 Representative (change)

\*Assignee: 980318 A1 Applicant (transfer of rights) (change):  
Teledesic LLC (2439950) 2300 Carillon Point  
Kirkland, Washington 98033 (US) (applicant  
designated states:

AT;BE;CH;DE;DK;ES;FR;GB;GR;IE;IT;LI;NL;SE)

\*Assignee: 980318 A1 Previous applicant in case of transfer of  
rights (change): Teledesic Corporation  
(1856450) 32 Loockerman Square Suite L-100  
Dover, DE 19901 (US) (applicant designated  
states:

AT;BE;CH;DE;DK;ES;FR;GB;GR;IE;IT;LI;NL;SE)

Grant: 990728 B1 Granted patent

LANGUAGE (Publication,Procedural,Application): English; English; English

FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS B	(English)	9930	748
CLAIMS B	(German)	9930	750
CLAIMS B	(French)	9930	908
SPEC B	(English)	9930	27681
Total word count - document A			0
Total word count - document B			30087
Total word count - documents A + B			30087

14/5/3 (Item 3 from file: 349)  
DIALOG(R)File 349:PCT Fulltext  
(c) 2000 WIPO/MicroPatent. All rts. reserv.

00523650

**TELECOMMUNICATION SYSTEMS WITH CALL DROP-OUT MESSAGING ACTIVATION**  
**SYSTEMES DE TELECOMMUNICATION AVEC ACTIVATION DE MESSAGES D'INDICATION**  
**D'INTERRUPTION D'APPELS**

Patent Applicant/Assignee:

ICO SERVICES LTD  
SHEPHERD Philip  
GREEN Jeremy  
CHAMBERS Paul

Inventor(s):

SHEPHERD Philip  
GREEN Jeremy  
CHAMBERS Paul

Patent and Priority Information (Country, Number, Date):

Patent: WO 9723963 A2-A3 19970703  
Application: WO 96GB3127 19961218 (PCT/WO GB9603127)  
Priority Application: GB 9526367 19951222

Designated States: AL; AM; AT; AU; AZ; BB; BG; BR; BY; CA; CH; CN; CZ; DE;  
DK; EE; ES; FI; GB; GE; HU; IS; JP; KE; KR; KZ; LK; LR; LS; LT; LU; LV;  
MD; MG; MK; MN; MW; MX; NO; NZ; PL; PT; RO; RU; SD; SE; SG; SI; TR; TT;  
UA; UG; US; UZ; VN; KE; LS; MW; SD; SZ; UG; AM; AZ; BY; KG; KZ; MD; RU;  
TJ; TM; AT; BE; DK; ES; FI; FR; GB; GR; IE; IT; LU; MC; NL; PT; SE; BF;  
BJ; CF; CG; CI; CM; GA; GN; ML; MR; NE; TG

Main International Patent Class: H04B-007/185;

International Patent Class: H04Q-007/22;

Publication Language: English

Fulltext Availability:

Detailed Description  
Claims

Fulltext Word Count: 4585

**English Abstract**

When a telephone link is established between a mobile station, such as a mobile handset (1) for example over a satellite link (2, 3) through a telephone network (6) to a telephone (7), a messaging service is offered in the event of a call dropout, so that one party can record a message, which is retrieved by the other party after the dropout.

**French Abstract**

Lors de l'établissement d'une liaison téléphonique entre une station mobile, telle qu'un téléphone mobile (1), par exemple, par une liaison satellite (2, 3) via un réseau téléphonique (6) à destination d'un téléphone (7), un service de messagerie est prévu dans le cas d'une interruption d'appels. Ce service permet à une des parties d'enregistrer un message qui est extrait par l'autre partie après l'interruption.

14/5/4 (Item 4 from file: 349)  
DIALOG(R)File 349:PCT Fulltext  
(c) 2000 WIPO/MicroPatent. All rts. reserv.

00431955

**SYSTEMS AND METHODS FOR SECURE TRANSACTION MANAGEMENT AND ELECTRONIC RIGHTS PROTECTION**

SYSTEMES ET PROCEDES DE GESTION SECURISEE DE TRANSACTIONS ET DE PROTECTION  
ELECTRONIQUE DES DROITS

Patent Applicant/Assignee:

ELECTRONIC PUBLISHING RESOURCES INC

Inventor(s):

GINTER Karl L

SHEAR Victor H

SPAHN Francis J

VAN WIE David M

Patent and Priority Information (Country, Number, Date):

Patent: WO 9627155 A2-A3 19960906

Application: WO 96US2303 19960213 (PCT/WO US9602303)

Priority Application: US 95388107 19950213

Designated States: AL; AM; AT; AU; AZ; BB; BG; BR; BY; CA; CH; CN; CZ; DE;  
DK; EE; ES; FI; GB; GE; HU; IS; JP; KE; KR; KZ; LK; LR; LS; LT; LU; LV;  
MD; MG; MK; MN; MW; MX; NO; NZ; PL; PT; RO; RU; SD; SE; SG; SI; TM; TR;  
TT; UA; UG; UZ; VN; KE; LS; MW; SD; SZ; UG; AZ; BY; KG; KZ; RU; TJ; TM;  
AT; BE; CH; DE; FR; GB; GR; IE; IT; LU; MC; NL; PT; SE; BF; BJ; CF; CG;  
CI; CM; GA; GN; ML; MR; NE; SN; TD; TG

Main International Patent Class: G06F-001/00;

International Patent Class: G06F-017/60;

Publication Language: English

Fulltext Availability:

Detailed Description

Claims

Fulltext Word Count: 205184

English Abstract

The present invention provides systems and methods for electronic commerce including secure transaction management and electronic rights protection. Electronic appliances such as computers employed in accordance with the present invention help to ensure that information is accessed and used only in authorized ways, and maintain the integrity, availability, and/or confidentiality of the information. Secure subsystems used with such electronic appliances provide a distributed virtual distribution environment (VDE) that may enforce a secure chain of handling and control, for example, to control and/or meter or otherwise monitor use of electronically stored or disseminated information. Such a virtual distribution environment may be used to protect rights of various participants in electronic commerce and other electronic or electronic-facilitated transactions. Secure distributed and other operating system environments and architectures, employing, for example, secure semiconductor processing arrangements that may establish secure, protected environments at each node. These techniques may be used to support an **end-to-end** electronic information distribution capability that may be used, for example, utilizing the "electronic highway".

French Abstract

Systemes et procedes destines au domaine du commerce electronique, et notamment a la gestion securisee des transactions et a la protection electronique des droits. Les appareils electroniques tels que les ordinateurs utilises conformement a la presente invention permettent d'assurer que les informations ne sont consultees et exploitees que de maniere autorisee, et ils conservent l'integrite, la disponibilite et/ou le caractere confidentiel des informations. Les sous-systemes securises utilises en association avec de tels appareils electroniques constituent un environnement de distribution virtuel distribue (VDE) apte a imposer une chaine securisee de traitement et de commande, par exemple pour la commande et/ou la mesure ou encore le controle de l'utilisation d'informations stockees ou diffusees electroniquement. Cet environnement de distribution virtuel peut servir a proteger les droits de differents individus impliquees dans le commerce electronique et dans d'autres transactions electroniques ou assistees par des moyens electroniques. On a egalement prevu des environnements et architectures de systeme d'exploitation distribues, securises et autres mettant en oeuvre, par exemple, des ensembles de traitement securise a semi-conducteurs pouvant etablir des environnements securises et proteges au niveau de chaque noeud. Ces techniques peuvent servir de soutien pour une fonction

electronique de distribution d'informations de bout en bout, cette fonction etant utilisable, par exemple, dans le domaine de l'"autoroute electronique".

14/5/5 (Item 5 from file: 349)  
DIALOG(R)File 349:PCT Fulltext  
(c) 2000 WIPO/MicroPatent. All rts. reserv.

00406118

**A METHOD OF MESSAGING IN A COMMUNICATION SYSTEM**

**PROCEDE D'ETABLISSEMENT DE MESSAGERIE DANS UN SYSTEME DE TELECOMMUNICATIONS**

Patent Applicant/Assignee:

MOTOROLA INC

Inventor(s):

PIERCE Jennifer Ann

FINKELSTEIN Louis D

BROWN Peter B

KREBS Jay R

Patent and Priority Information (Country, Number, Date):

Patent: WO 9601536 A1 19960118

Application: WO 95US8421 19950705 (PCT/WO US9508421)

Priority Application: US 94270564 19940705

Designated States: GB; JP; AT; BE; CH; DE; DK; ES; FR; GB; GR; IE; IT; LU; MC; NL; PT; SE

Main International Patent Class: H04L-009/16;

International Patent Class: H04L-009/22; H04L-009/32;

Publication Language: English

Fulltext Availability:

Detailed Description

Claims

Fulltext Word Count: 4255

**English Abstract**

A communication system (100) employs a method of messaging between a subscriber unit (105) and an infrastructure communication center (101). A messaging key associated with a subscriber unit reference number is provided (203, 403) to the subscriber unit (105) and to the infrastructure communication center (101). An authentication key and/or an identifier for the subscriber unit (105) is then produced (300, 407) by either the subscriber unit (105) or the infrastructure communication center (101). The authentication key and/or the identifier is encrypted (207, 413) with the messaging key and is subsequently communicated (209, 415) between the subscriber unit (105) and the infrastructure communication center (101).

**French Abstract**

Un systeme de telecommunications (100) utilise un procede d'etablissement de messagerie entre une unite d'abonne (105) et un centre de telecommunications d'infrastructure (101). Une cle de messagerie associee a un numero de reference d'unite d'abonne est envoyee (203, 403) a l'unite d'abonne (105) et au centre de telecommunications d'infrastructure (101). Une cle d'authentification et/ou un identificateur pour l'unite d'abonne (105) est ensuite produit (300, 407) soit par l'unite d'abonne (105) soit par le centre de telecommunications d'infrastructure (101). La cle d'authentification et/ou l'identificateur sont codes (207, 413) avec la cle de messagerie, puis transmis (209, 415) entre l'unite d'abonne (105) et le centre de telecommunications d'infrastructure (101).

14/5/6 (Item 6 from file: 349)  
DIALOG(R)File 349:PCT Fulltext  
(c) 2000 WIPO/MicroPatent. All rts. reserv.

00399836

**TELEVISION SCHEDULE INFORMATION TRANSMISSION AND UTILIZATION SYSTEM AND PROCESS**

SYSTEME ET PROCEDE DE TRANSMISSION ET D'UTILISATION D'INFORMATIONS  
RELATIVES AUX PROGRAMMES DE TELEVISION

Patent Applicant/Assignee:

STARSIGHT TELECAST INC

Inventor(s):

ROOP John H

EBRIGHT Alan R

KOCHY Jeffrey J

WARDEN David P

SOKOLIK Konstantine

ALEGIANI Giambattista A

Patent and Priority Information (Country, Number, Date):

Patent: WO 9531069 A1 19951116

Application: WO 95US5169 19950424 (PCT/WO US9505169)

Priority Application: US 94229225 19940504; US 94243598 19940513

Designated States: AM; AT; AU; BB; BG; BR; BY; CA; CH; CN; CZ; DE; DK; EE;

ES; FI; GB; GE; HU; IS; JP; KE; KG; KP; LK; LR; LT; LU; LV; MD; MG; MN;

MW; MX; NO; NZ; PL; PT; RO; RU; SD; SE; SG; SI; SK; TJ; TM; TT; VN; KE;

MW; SD; SZ; UG; AT; BE; CH; DE; DK; ES; FR; GB; GR; IE; IT; LU; MC; NL;

PT; SE; BF; BJ; CI; CM; GA; GN; ML; MR; NE; SN; TD; TG

Main International Patent Class: H04N-007/087;

International Patent Class: H04N-007/08;

Publication Language: English

Fulltext Availability:

Detailed Description

Claims

Fulltext Word Count: 54389

English Abstract

Television schedule information transmission and utilization systems (50A-50D) transmit TV schedule data and associated network control messages provided by computer (54) as packets via the Video Blanking Interval (VBI) lines in the TV signal from various television program providers (51). This data is acquired by regional data processing systems and forwarded by the regional data processing systems to **subscriber** units (52) and used to construct an internal database. This internal database can be accessed by the **subscriber** unit (52) to display a TV schedule for the channels that are received by the user's TV.

French Abstract

Systemes de transmission et d'utilisation (50A-50D) d'informations relatives aux programmes de television transmettant des donnees de programmation TV et des messages de commande de reseau associe produits par un ordinateur (54) sous forme de paquets, par l'intermediaire des lignes d'intervalle de suppression video du signal TV emis par les divers distributeurs (51) de programmes de television. Ces donnees sont acquise par les systemes de traitement de donnees regionaux, puis envoyees automatiquement par ces dernier a des unites (52) d'abonnees, et enfin utilisees pour construire une base de donnee interne. L'unite (52) d'abonnee peut acceder a cette base de donnee interne pour afficher les programmes TV des chaines que le poste de television de l'utilisateur peut recevoir.

14/5/7 (Item 7 from file: 349)

DIALOG(R) File 349:PCT Fulltext

(c) 2000 WIPO/MicroPatent. All rts. reserv.

00333692

A CRYPTOGRAPHIC COMMUNICATIONS METHOD AND SYSTEM  
METHODE ET SYSTEME DE COMMUNICATION CRYPTOGRAPHIQUE

Patent Applicant/Assignee:

TELSTRA CORPORATION LIMITED

ZUK Edward Andrew

Inventor(s):

ZUK Edward Andrew

Patent and Priority Information (Country, Number, Date):

Patent: WO 9320538 A1 19931014



Application: WO 93AU137 19930330 (PCT/WO AU930 37)  
Priority Application: A 921602 19920330  
Designated States: AT; AU; BB; BG; BR; CA; CH; CZ; DE; DK; ES; FI; GB; HU;  
JP; KP; KR; KZ; LK; LU; MG; MN; MW; NL; PL; PT; RO; RU; SD; SE; SK; UA;  
US; VN; AT; BE; CH; DE; DK; ES; FR; GB; GR; IE; IT; LU; MC; NL; BF; BJ;  
CF; CG; CI; CM; GA; GN; ML; MR; NE; SN; TD; TG  
Main International Patent Class: G06K-019/073;  
International Patent Class: H04L-009/30;  
Publication Language: English  
Fulltext Availability:  
Detailed Description  
Claims  
Fulltext Word Count: 4262

#### English Abstract

A method for loading secret data, such as an application key, on a smart card (6), which involves storing a random key on the card (6), encrypting the random key on the basis of a public key, and providing the encrypted random key to a central processing station (4). The encrypted random key is decrypted at the central station on the basis of a secret key, and the station (4) encrypts data on the basis of the random key and transmits it to the smart card (6). The smart card decrypts the encrypted data on the basis of the random key. The random key can be generated internally and stored on read protected memory (23) of the card (6). The public key encrypting and secret key decrypting steps may be based on the RSA algorithm, using a small encryption exponent.

#### French Abstract

On decrit une methode pour charger des donnees secretees telles qu'une clef d'application, sur une carte intelligente (6), qui consiste a enregistrer une clef aleatoire sur la carte (6), a coder la clef aleatoire sur la base d'une clef publique et a fournir la clef aleatoire codee a la station centrale de traitement (4). La clef aleatoire codee est decodee a la station centrale sur la base d'une clef secrete et la station (4) code les donnees sur la base de la clef aleatoire et les transmet a la carte intelligente. La carte intelligente dechiffre les donnees codees sur la base de la clef aleatoire. La clef aleatoire peut etre generee interieurement et enregistree sur une memoire protegee contre la lecture (23) de la carte (6). Les etapes de decodage de la clef publique et de decodage de la clef secrete peuvent etre basees sur l'algorithme RSA en utilisant un petit exposant de codage.

14/5/8 (Item 8 from file: 349)  
DIALOG(R) File 349:PCT Fulltext  
(c) 2000 WIPO/MicroPatent. All rts. reserv.

00294206

#### **RANDOM NUMBER SUPPLIER TO EXECUTE BETS**

#### **DISPOSITIF FOURNISSANT DES NOMBRES ALEATOIRES AFIN D'EXECUTER DES PARIS**

Patent Applicant/Assignee:

ROSSIDES Michael T

Inventor(s):

ROSSIDES Michael T

Patent and Priority Information (Country, Number, Date):

Patent: WO 9204090 A1 19920319

Application: WO 91US5726 19910819 (PCT/WO US9105726)

Priority Application: US 90571126 19900822; US 90609063 19901107

Designated States: AT; AT; AU; BB; BE; BF; BG; BJ; BR; CA; CF; CG; CH; CH;  
CI; CM; DE; DE; DK; DK; ES; ES; FI; FR; GB; GN; GR; HU; IT; JP; KP; KR;  
LK; LU; LU; MC; MG; ML; MR; MW; NL; NL; NO; PL; RO; SD; SE; SE; TD; TG

Main International Patent Class: A63F-009/24;

Publication Language: English

Fulltext Availability:

Detailed Description

Claims

Fulltext Word Count: 15167

English Abstract

Disclosed is the use of a random number supplier (10) to execute bets in an expected value payment method for the purpose of reducing the expected per unit costs incurred in paying and/or receiving a given amount of a commodity. An expected value payment method uses bets to reduce expected per unit costs in two ways. First, expected per unit costs (3) can be reduced for the payer and/or receiver of a commodity by giving the receiver a chance to win a greater amount of the commodity (5) than a given amount (3). Second, in special situations, certain businesses can offer customers who bet to win a given amount of a commodity a better expected price for that amount than the price (3) offered to customers paying conventionally for that same amount.

#### French Abstract

L'invention concerne l'emploi d'un dispositif (10) fournissant des nombres aleatoires afin d'executer des paris dans un mode de paiement de valeurs attendues aux fins de reduire les couts unitaires attendus dans le paiement et/ou la reception d'une quantite donnee d'un produit de base. Un mode de paiement de valeurs attendues utilise des paris afin de reduire les couts unitaires attendus de deux manieres. Premierement, on peut reduire les couts unitaires attendus (3) pour le payeur et/ou le receveur d'un produit de base en donnant a ce dernier une chance de gagner une quantite superieure a une quantite donnee du produit de base (5). Deuxiemement, dans des situations particulieres, certaines societes peuvent offrir a leurs clients qui parient pour gagner une quantite donnee d'un produit de base un prix meilleur que celui attendu pour la meme quantite que le prix offert aux clients payant de maniere classique et pour la meme quantite.

14/5/9 (Item 9 from file: 349)

DIALOG(R) File 349:PCT Fulltext

(c) 2000 WIPO/MicroPatent. All rts. reserv.

00243650

#### SIGNAL PROCESSING APPARATUS AND METHODS

#### DISPOSITIF ET PROCEDES DE TRAITEMENT DE SIGNAUX

Patent Applicant/Assignee:

HARVEY John C

Inventor(s):

HARVEY John C

CUDDIHY James W

Patent and Priority Information (Country, Number, Date):

Patent: WO 8902682 A1 19890323

Application: WO 88US3000 19880908 (PCT/WO US8803000)

Priority Application: US 8796096 19870911

Designated States: AT; AU; BE; BJ; BR; CF; CG; CH; CM; DE; DK; FI; FR; GA; GB; GB; HU; IT; JP; KP; LK; LU; MC; MG; MW; NL; NO; RO; SE; SN; SU; TD; TG

Main International Patent Class: H04K-007/00;

International Patent Class: H04N-007/16;

Publication Language: English

Fulltext Availability:

Detailed Description

Claims

Fulltext Word Count: 168452

#### English Abstract

A unified system of programming communication. The system encompasses prior art communications (such as, for example, television, radio, electronically transmitted print, and computer communications) and new user specific mass media. Within the unified system, computer system means (205) and methods provide capacity for generating relevant user specific information simultaneously at each station (26) of a plurality of **subscriber** stations (26).

#### French Abstract

Systeme unifie de communication a programmation regroupant les communications de l'art anterieur (telles que par exemple la television,

la radio, l'impression (transmise electroniquement, et les communications par ordinateur) ainsi que les nouveaux mass medias specifiques aux utilisateurs. Dans le systeme unifie, des moyens (205) et procedes mettant en oeuvre des systemes d'ordinateurs ont la capacite de produire des informations specifiques a un utilisateur particulier, simultanement a chaque poste (26) d'une pluralite de postes d'abonnes (26).

Set	Items	Description
S1	607	AU=WALKER?
S2	19	AU=VAN LUCHENE A?
S3	0	AU=VANLUCHE A?
S4	0	AU=LUCHE?
S5	175849	PERIODICAL? OR MAGAZINE? OR NEWSPAPER? OR JOURNAL? OR NEWS- LETTER? OR SERIAL? OR ZINE
S6	44582	SUBSCRIB? OR SUBSCRIPT?
S7	17	S1 AND S2
S8	2	(S1 OR S2) AND S5 AND S6
S9	19	S7 OR S8
S10	19	IDPAT (sorted in duplicate/non-duplicate order)
S11	19	IDPAT (primary/non-duplicate records only)

File 344:Chinese Patents ABS Apr 1985-2000/Feb  
(c) 2000 European Patent Office

File 347:JAPIO Oct 1976-1999/Dec(UPDATED 000530)  
(c) 2000 JPO & JAPIO

File 351:DERWENT WPI 1963-2000/UD=, UM=, & UP=200026  
(c) 2000 Derwent Info Ltd

11/5/1 (Item 1 from file: 351)  
DIALOG(R) File 351:DERWENT WPI  
(c) 2000 Derwent Info Ltd. All rts. reserv.

013034245 \*\*Image available\*\*  
WPI Acc No: 00-206096/200018  
XRPX Acc No: N00-153242

**Monitoring method of utterance of verbal message during transaction at point-of-sale terminal, involves determining whether audio signal represents preset phrase including one word for at least predetermined time**

Patent Assignee: WALKER ASSET MANAGEMENT LP (WALK-N)  
Inventor: DICKERSON J B; TEDESCO D E; VAN LUCHENE A S ; WALKER J S  
Number of Countries: 086 Number of Patents: 001  
Patent Family:  
Patent No Kind Date Applicat No Kind Date Main IPC Week  
WO 200010069 A2 20000224 WO 99US18357 A 19990812 G06F-000/00 200018 B

Priority Applications (No Type Date): US 98135179 A 19980817  
Patent Details:

Patent Kind Lan Pg Filing Notes Application Patent  
WO 200010069 A2 E 67

Designated States (National): AE AL AM AT AU AZ BA BB BG BR BY CA CH CN  
CU CZ DE DK EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ  
LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK  
SL TJ TM TR TT UA UG US UZ VN YU ZA ZW  
Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR  
IE IT KE LS LU MC MW NL OA PT SD SE SL SZ UG ZW

Abstract (Basic): WO 200010069 A2

NOVELTY - A prompt is input to operator before receiving audio signal during transaction at point-of-sale terminal. A determining unit determines whether audio signal represents a period, phrase including one word for at least predetermined time and corresponding to the input prompt.

DETAILED DESCRIPTION - INDEPENDENT CLAIMS are also included for the following:

(a) monitoring apparatus of utterance of verbal message during transaction at point-of-sale terminal;

(b) computer readable medium

USE - For monitoring utterance of verbal message by cashier or operator of point-of-sales (POS) terminal during transaction with customer in quick service restaurant, hotels, medical shops and tele-marketing, etc. In hospitals for recording medication administered to patients by nurse or doctor. In retail shops for customer service improvement and inventory control management.

ADVANTAGE - The POS terminal stores indication of whether the apparatus has properly spoken the prompt, thereby allowing performance of operator to be measured.

DESCRIPTION OF DRAWING(S) - The figure represents flow chart illustrating verbal message utterance monitoring method.

pp; 67 DwgNo 8A,8B/16

Title Terms: MONITOR; METHOD; VERBAL; MESSAGE; TRANSACTION; POINT; SALE; TERMINAL; DETERMINE; AUDIO; SIGNAL; REPRESENT; PRESET; PHRASE; ONE; WORD; PREDETERMINED; TIME

Derwent Class: T01; T05  
International Patent Class (Main): G06F-000/00  
File Segment: EPI

11/5/2 (Item 2 from file: 351)  
DIALOG(R) File 351:DERWENT WPI  
(c) 2000 Derwent Info Ltd. All rts. reserv.

012944964 \*\*Image available\*\*  
WPI Acc No: 00-116817/200010  
XRPX Acc No: N00-088433

Charge processing method for financial account like credit card account,  
account of insurance company

Patent Assignee: WALKER ASSET MANAGEMENT LP (WALK-N)

Inventor: JORASCH J A; MIK M; TEDESCO D E; VAN LUCHENE A S ; WALKER J S

Number of Countries: 085 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
WO 9966460	A2	19991223	WO 99US12214	A	19990602	G07F-000/00	200010 B
AU 9942283	A	20000105	AU 9942283	A	19990602	G07F-000/00	200024

Priority Applications (No Type Date): US 9898481 A 19980616

Patent Details:

Patent	Kind	Lan	Pg	Filing Notes	Application	Patent
--------	------	-----	----	--------------	-------------	--------

WO 9966460	A2	E	66			
------------	----	---	----	--	--	--

Designated States (National): AE AL AM AT AU AZ BA BB BG BR BY CA CH CN  
CU CZ DE DK EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ  
LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK  
SL TJ TM TR TT UA UG UZ VN YU ZA ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR  
IE IT KE LS LU MC MW NL OA PT SD SE SL SZ UG ZW

AU 9942283	A		Based on		WO 9966460	
------------	---	--	----------	--	------------	--

Abstract (Basic): WO 9966460 A2

NOVELTY - The charge data indicating financial account is received  
the financial accounts are charged based on received charge data.

DETAILED DESCRIPTION - INDEPENDENT CLAIMS are also included for the  
following:

(a) financial account charge processing apparatus;

(b) disk for storing financial account charge processing software

USE - For processing charge applied to financial account like  
credit card account, financial account of insurance company.

ADVANTAGE - Enables efficient and convenient reimbursement process  
for both reimbursing parties and parties to be reimbursed. Enables  
approval of request by billing server before charging financial  
account. Facilitates transmission of billing statement to e-mail  
address.

DESCRIPTION OF DRAWING(S) - The figure shows schematic diagram of  
billing server.

pp; 66 DwgNo 2/16

Title Terms: CHARGE; PROCESS; METHOD; FINANCIAL; ACCOUNT; CREDIT; CARD;

ACCOUNT; ACCOUNT; INSURANCE; COMPANY

Derwent Class: T01; T05; W01

International Patent Class (Main): G07F-000/00

File Segment: EPI

11/5/3 (Item 3 from file: 351)

DIALOG(R)File 351:DERWENT WPI

(c) 2000 Derwent Info Ltd. All rts. reserv.

012944962 \*\*Image available\*\*

WPI Acc No: 00-116815/200010

XRPX Acc No: N00-088431

Purchase processing method for retail establishments e.g. grocery stores

Patent Assignee: WALKER ASSET MANAGEMENT LP (WALK-N)

Inventor: VAN LUCHENE A S ; WALKER J S

Number of Countries: 085 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
WO 9966437	A1	19991223	WO 99US10624	A	19990513	G06F-017/60	200010 B
AU 9937931	A	20000105	AU 9937931	A	19990513	G06F-017/60	200024

Priority Applications (No Type Date): US 9898240 A 19980616

Patent Details:

Patent	Kind	Lan	Pg	Filing Notes	Application	Patent
--------	------	-----	----	--------------	-------------	--------

WO 9966437	A1	E	52			
------------	----	---	----	--	--	--

Designated States (National): AE AL AM AT AU AZ BA BB BG BR BY CA CH CN  
CU CZ DE DK EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ

LC LK LR LS LT LU LV MW MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK  
SL TJ TM TR TT UA UG UY VZ YU ZA ZW  
Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR  
IE IT KE LS LU MC MW NL OA PT SD SE SL SZ UG ZW  
AU 9937931 A Based on WO 9966437

Abstract (Basic): WO 9966437 A1

NOVELTY - A set of predefined conditions for purchase is determined from an identifier received from a POS terminal (102). A discount value is selected based on satisfaction of the predefined condition and the selected discount value is applied to purchase.

DETAILED DESCRIPTION - The identifier is provided on coupon and discount value is based on value of spare change due from a prior purchase. A record is retrieved based on the identifier and discount value is determined from the record. INDEPENDENT CLAIMS are also included for the following:

- (a) purchase processing apparatus;
- (b) purchase processing program

USE - In retail establishments e.g. grocery stores for applying and tracking conditional value coupon for encouraging customer purchasing habits.

ADVANTAGE - Customer's purchasing habits are encouraged by providing conditional value coupon with different discount values, and thus frequency of visits and purchases by customer is encouraged. Need to change prices in database is eliminated by providing conditional discounts on products.

DESCRIPTION OF DRAWING(S) - The figure shows block diagram of purchase process apparatus.

POS terminal (102)  
pp; 52 DwgNo 2/9

Title Terms: PURCHASE; PROCESS; METHOD; RETAIL; ESTABLISH; GROCERY; STORAGE

Derwent Class: T01; T05

International Patent Class (Main): G06F-017/60

File Segment: EPI

11/5/4 (Item 4 from file: 351)

DIALOG(R)File 351:DERWENT WPI

(c) 2000 Derwent Info Ltd. All rts. reserv.

012944396 \*\*Image available\*\*

WPI Acc No: 00-116249/200010

XRPX Acc No: N00-088082

Subscription **renovation processing system in newspaper publishing house**

Patent Assignee: WALKER ASSET MANAGEMENT LP (WALK-N)

Inventor: LOEB M R; **WALKER J S**

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
US 6014641	A	20000111	US 96762007	A	19961211	G06F-017/60	200010 B

Priority Applications (No Type Date): US 96762007 A 19961211

Patent Details:

Patent	Kind	Lan	Pg	Filing Notes	Application	Patent
US 6014641	A		23			

Abstract (Basic): US 6014641 A

NOVELTY - Customer orders for open-ended **subscriptions**, which expire only on request by respective customers, are received via a data terminal and stored. Suppliers **subscription** information are received and stored. Supplier orders for renewable term is generated and transmitted to respective supplier.

DETAILED DESCRIPTION - The system receives payment for open-ended **subscription** from customer, checks billing status of renewable term **subscription** for commodity items, transmits payment to suppliers whose billing statues indicate due payment and **periodically** transmits renewal supplier orders to respective suppliers. The orders include

customer name, address, payment information and information specifying commodity items. The commodities comprise **magazine** and **subscription** information including publisher identifier, **magazine** identifier and term. An INDEPENDENT CLAIM is also included for open-ended **magazine subscriber** offering method.

USE - For processing renovation of **subscription** of **periodicals**, **newspaper**, **magazines**, etc. in publishing house.

ADVANTAGE - Consumers are empowered to obtain open-ended **subscriptions** eliminating drawback associated with term based **subscription** with flexibility to cancel **subscription** at any time. **Subscription** renewal notices and associated billings are avoided.

Inherent rise of disruption in **magazine subscriptions** are eliminated. A wide selection of **magazine** are provided.

DESCRIPTION OF DRAWING(S) - The figure shows the system for managing **subscriptions** to commodity items.

pp: 23 DwgNo 1/11

Title Terms: **SUBSCRIBER**; RENOVA TE; PROCESS; SYSTEM; **NEWSPAPER**; PUBLICATION; HOUSE

Derwent Class: T01; T05

International Patent Class (Main): G06F-017/60

File Segment: EPI

11/5/5 (Item 5 from file: 351)

DIALOG(R) File 351: DERWENT WPI

(c) 2000 Derwent Info Ltd. All rts. reserv.

012881779 \*\*Image available\*\*

WPI Acc No: 00-053613/200004

Related WPI Acc No: 98-532192; 99-190705; 99-204853; 99-204854; 99-204855; 00-053611

XRPX Acc No: N00-041758

**Dynamic menu generating method employed in restaurants**

Patent Assignee: WALKER DIGITAL CORP (WALK-N)

Inventor: BEMER K; JORASCH J A; **VAN LUCHENE A S**; **WALKER J S**

Number of Countries: 085 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
WO 9962016	A1	19991202	WO 99US10882	A	19990518	G06F-017/60	200004 B
AU 9940826	A	19991213	AU 9940826	A	19990518	G06F-017/60	200020

Priority Applications (No Type Date): US 98219220 A 19981223; US 9883483 A 19980522

Patent Details:

Patent	Kind	Lan	Pg	Filing Notes	Application	Patent
WO 9962016	A1	E	38			

Designated States (National): AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG UZ VN YU ZA ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW NL OA PT SD SE SL SZ UG ZW

AU 9940826 A Based on WO 9962016

Abstract (Basic): WO 9962016 A1

NOVELTY - A price associated with a menu item is automatically determined based partly on revenue management information (400). A request for supplemental menu is received and the menu including the automatically determined price is generated in response to the request.

DETAILED DESCRIPTION - The price of the menu item is determined by assigning a predetermined price to the menu item or adjusting a prior price associated with the menu item based on revenue management information (400). The management information comprises information related to previous sales of menu item and inventory of the menu item. The inventory comprises current amount of inventory, predicted amount of inventory, an age of inventory and a price paid for inventory. An INDEPENDENT CLAIM is also included for dynamic menu generating system.

USE - Employed in restaurants for dynamically generating menu.



ADVANTAGE - The prices of the items are adjusted substantially in real time based on revenue management information such as supply and demand. Therefore the waste associated with less popular menu items are reduced and profits associated with more popular items are enhanced.

DESCRIPTION OF DRAWING(S) - The figure shows the block diagram of the dynamic menu generating system.

Revenue management information (400)

pp; 38 DwgNo 2/8

Title Terms: DYNAMIC; MENU; GENERATE; METHOD; EMPLOY; RESTAURANT

Derwent Class: S04; T01

International Patent Class (Main): G06F-017/60

File Segment: EPI

11/5/6 (Item 6 from file: 351)

DIALOG(R)File 351:DERWENT WPI

(c) 2000 Derwent Info Ltd. All rts. reserv.

012881777 \*\*Image available\*\*

WPI Acc No: 00-053611/200004

Related WPI Acc No: 98-532192; 99-190705; 99-204853; 99-204854; 99-204855;  
00-053613

XRPX Acc No: N00-041756

**Aging food product selling method employed in quick service restaurant**

Patent Assignee: WALKER ASSET MANAGEMENT LP (WALK-N)

Inventor: ROGERS J D; VAN LUCHENE A S ; WALKER J S

Number of Countries: 081 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
WO 9962014	A1	19991202	WO 98US19644	A	19980921	G06F-017/60	200004 B
AU 9894963	A	19991213	AU 9894963	A	19980921	G06F-017/60	200020

Priority Applications (No Type Date): US 9883483 A 19980522

Patent Details:

Patent	Kind	Lan	Pg	Filing	Notes	Application	Patent
WO 9962014	A1	E	60				

Designated States (National): AL AM AT AU AZ BA BB BG BR BY CA CH CN CU  
CZ DE DK EE ES FI GB GE GH GM HR HU ID IL IS JP KE KG KP KR KZ LC LK LR  
LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM  
TR TT UA UG UZ VN YU ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR  
IE IT KE LS LU MC MW NL OA PT SD SE SZ UG ZW

AU 9894963 A Based on WO 9962014

Abstract (Basic): WO 9962014 A1

NOVELTY - An aging complementary product for ordered food product is selected by accessing corresponding database. The POS terminal then outputs an offer for the food product substitution. The response to offer is received from consumer. If response indicates an acceptance, the aging complementary product is offered to consumer at ordered food rate.

DETAILED DESCRIPTION - The method further includes if the aging food product is within predetermined aging range. After offering complementary food product to consumer, the ordered food product name is replaced with complementary food product in the bill. The complementary food product is further registered as sold. An INDEPENDENT CLAIM is also included for aging food selling apparatus.

USE - In quick service restaurants.

ADVANTAGE - Reduces the cost associated with wastage of perished food products, without losing the reputation of restaurant.

DESCRIPTION OF DRAWING(S) - The figure shows schematic illustration of aging food product selling apparatus.

pp; 60 DwgNo 1/20

Title Terms: FOOD; PRODUCT; SELL; METHOD; EMPLOY; QUICK; SERVICE;  
RESTAURANT

Derwent Class: T01; T05

International Patent Class (Main): G06F-017/60

File Segment: EPI

11/5/7 (Item 7 from file: 351)  
DIALOG(R)File 351:DERWENT WPI  
(c) 2000 Derwent Info Ltd. All rts. reserv.

012804647 \*\*Image available\*\*  
WPI Acc No: 99-610877/199952  
XRPX Acc No: N99-450126

**Customer's visit based progressive discount determination method used in retail establishment such as supermarket**

Patent Assignee: WALKER ASSET MANAGEMENT LP (WALK-N)  
Inventor: ALDERUCCI D; CHUPREVICH J; MIK M; **VAN LUCHENE A S ; WALKER J S**  
Number of Countries: 085 Number of Patents: 002  
Patent Family:  
Patent No Kind Date Applicat No Kind Date Main IPC Week  
WO 9950733 A2 19991007 WO 99US6597 A 19990325 G06F-000/00 199952 B  
AU 9932051 A 19991018 AU 9932051 A 19990325 G06F-000/00 200010

Priority Applications (No Type Date): US 98166267 A 19981005; US 9849297 A 19980327

**Patent Details:**

Patent	Kind	Lan	Pg	Filing	Notes	Application	Patent
WO 9950733	A2	E	123				
Designated States (National): AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG UZ VN YU ZA ZW							
Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW NL OA PT SD SE SL SZ UG ZW							
AU 9932051	A			Based on		WO 9950733	

**Abstract (Basic): WO 9950733 A2**

NOVELTY - The signal processing system responds to a customer identification signal, generated by input device (118). The memory of signal processing system stores program signals which defines executable process for calculating recent discount based on predefined time period indicative of a date of lust visit of the customer and former discount.

DETAILED DESCRIPTION - The input device includes scanner, a keypad, a magnetic storage medium and an optical storage medium. The recent discount is calculated upon expiry of predefined time period by increasing or decreasing former discount by a predefined value if date of lust visit is on or before predefined date respectively. The process generates coupon including an identifier. The date of lust visit of the customer is replaced by a date of present visit of the customer to the retail establishment and the former discount is replaced by recent discount.

USE - For point of sales system in retail establishment such as supermarket.

ADVANTAGE - By offering progressive discount, customer's loyalty is rewarded and regular frequency of customer's visits is encouraged.

DESCRIPTION OF DRAWING(S) - The figure shows the block diagram for representing purchasing system for retail establishment.

Input device (118)  
pp; 123 DwgNo 1/32

Title Terms: CUSTOMER; VISIT; BASED; PROGRESS; DISCOUNT; DETERMINE; METHOD; RETAIL; ESTABLISH; SUPERMARKET  
Derwent Class: T01; T05  
International Patent Class (Main): G06F-000/00  
File Segment: EPI

11/5/8 (Item 8 from file: 351)  
DIALOG(R)File 351:DERWENT WPI  
(c) 2000 Derwent Info Ltd. All rts. reserv.

012765516 \*\*Image available\*\*

WPI Acc No: 99-571644/199  
XRPX Acc No: N99-421276

**Authorization of credit card transactions controlling method**  
Patent Assignee: WALKER ASSET MANAGEMENT LP (WALK-N); WALKER ASSET  
MANAGEMENT LTD (WALK-N)

Inventor: JORASCH J A; TEDESCO D E; **VAN LUCHENE A S ; WALKER J S**

Number of Countries: 084 Number of Patents: 003

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
WO 9945693	A1	19990910	WO 99US4892	A	19990304	H04M-011/00	199948 B
US 5999596	A	19991207	US 9836131	A	19980306	H04M-011/00	200004
AU 9928972	A	19990920	AU 9928972	A	19990304	H04M-011/00	200007

Priority Applications (No Type Date): US 9836131 A 19980306

Patent Details:

Patent	Kind	Lan	Pg	Filing Notes	Application	Patent
WO 9945693	A1	E	44			

Designated States (National): AL AM AT AU AZ BA BB BG BR BY CA CH CN CU  
CZ DE DK EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC  
LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL  
TJ TM TR TT UA UG UZ VN YU ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR  
IE IT KE LS LU MC MW NL OA PT SD SE SL SZ UG ZW

AU 9928972 A Based on WO 9945693

Abstract (Basic): WO 9945693 A1

NOVELTY - The method involves linking two persons to a financial account which is used for the transaction. Data is received from the third party identifying the financial account and the third party. An inquiry is made as to whether the first person desired to communicate with the second person based on the data identifying the financial account. A response to the inquiry is received from the first person. Communication between the two response is initiated based on the response.

DETAILED DESCRIPTION - An INDEPENDENT CLAIM is included for a method for facilitating communication between an account holder and a user so that the account holder may authorize a card based transaction between the user and a merchant, an apparatus for facilitating communication between a first person at a first location and a second person at a point of sale location so that the first person may authorize a transaction between the second person and a third party at the point of sale location.

USE - For enabling person holding credit card account to control second person's use of credit card linked to account.

ADVANTAGE - Allows account holder to communicate with user executing card based transaction and remotely control authorization or denial of it contemporaneous with and based on circumstances surrounding transaction.

DESCRIPTION OF DRAWING(S) - The figure shows a schematic illustration of an apparatus for facilitating communication between two persons so that the first person may authorize a transaction between the second person and a merchant.

pp; 44 DwgNo 1/7

Title Terms: CREDIT; CARD; TRANSACTION; CONTROL; METHOD

Derwent Class: T05; W01

International Patent Class (Main): H04M-011/00

File Segment: EPI

11/5/9 (Item 9 from file: 351)  
DIALOG(R)File 351:DERWENT WPI  
(c) 2000 Derwent Info Ltd. All rts. reserv.

012623650 \*\*Image available\*\*

WPI Acc No: 99-429754/199936

XRPX Acc No: N99-319924

**Conditional purchase offer (CPO)**

Patent Assignee: PRICELINE COM LLC (PRIC-N); PRICELINE.COM INC (PRIC-N)

Inventor: VAN LUCHENE A S WALKER J S

Number of Countries: 082 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat	No Kind	Date	Main IPC	Week
WO 9923595	A1	19990514	WO 98US23462	A	19981104	G06F-017/60	199936 B
AU 9913053	A	19990524	AU 9913053	A	19981104	G06F-017/60	199940

Priority Applications (No Type Date): US 97964967 A 19971105

Patent Details:

Patent	Kind	Lan	Pg	Filing	Notes	Application	Patent
--------	------	-----	----	--------	-------	-------------	--------

WO 9923595	A1	E	52				
------------	----	---	----	--	--	--	--

Designated States (National): AL AM AT AU AZ BA BB BG BR BY CA CH CN CU  
CZ DE DK EE ES FI GB GD GE GH GM HR HU ID IL IS JP KE KG KP KR KZ LC LK  
LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ  
TM TR TT UA UG UZ VN YU ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR  
IE IT KE LS LU MC MW NL OA PT SD SE SZ UG ZW

AU 9913053	A			Based on		WO 9923595	
------------	---	--	--	----------	--	------------	--

Abstract (Basic): WO 9923595 A1

NOVELTY - A collectible conditional purchase offer (CPO) management system (100) is disclosed for receiving and processing individual CPOs from buyers for one or more collectibles, such as coins, stamps, art prints, comic books, etc. The collectible CPO management system processes each received CPO in the collectible CPO central controller (200) to determine whether one or more sellers (130,140) are willing to accept a given collectible CPO.

USE - None given.

pp; 52 DwgNo 1/13

Title Terms: CONDITION; PURCHASE; OFFER

Derwent Class: T01

International Patent Class (Main): G06F-017/60

File Segment: EPI

11/5/10 (Item 10 from file: 351)

DIALOG(R)File 351:DERWENT WPI

(c) 2000 Derwent Info Ltd. All rts. reserv.

012520953 \*\*Image available\*\*

WPI Acc No: 99-327059/199927

XRPX Acc No: N99-245322

**A reward program administering method e.g. for businesses**

Patent Assignee: WALKER ASSET MANAGEMENT LP (WALK-N)

Inventor: ALDERUCCI D; JORASCH J A; VAN LUCHENE A S ; WALKER J S

Number of Countries: 083 Number of Patents: 003

Patent Family:

Patent No	Kind	Date	Applicat	No Kind	Date	Main IPC	Week
WO 9923596	A1	19990514	WO 98US22922	A	19981029	G06F-019/00	199927 B
US 6049778	A	20000411	US 97961964	A	19971031	G06F-019/00	200025
AU 9912856	A	19990524	AU 9912856	A	19981029	G06F-019/00	199940

Priority Applications (No Type Date): US 97961964 A 19971031

Patent Details:

Patent	Kind	Lan	Pg	Filing	Notes	Application	Patent
--------	------	-----	----	--------	-------	-------------	--------

WO 9923596	A1	E	43				
------------	----	---	----	--	--	--	--

Designated States (National): AL AM AT AU AZ BA BB BG BR BY CA CH CN CU  
CZ DE DK EE ES FI GB GD GE GH GM HR HU ID IL IS JP KE KG KP KR KZ LC LK  
LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ  
TM TR TT UA UG UZ VN YU ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR  
IE IT KE LS LU MC MW NL OA PT SD SE SZ UG ZW

AU 9912856	A			Based on		WO 9923596	
------------	---	--	--	----------	--	------------	--

Abstract (Basic): WO 9923596 A1

NOVELTY - A method for administering a reward program based on a series of registrations, each registration corresponding to a purchaser, comprises calculating a measurement of product success;

determining if the measurement is within a predetermined range;  
selecting from the series of registrations a set of registrations which  
are early adopter registrations; and providing a reward to each early  
adopter purchaser if the measurement is within the predetermined range.

DETAILED DESCRIPTION - INDEPENDENT CLAIMS are also included for the  
following:

- (a) a method for administrating a reward program;
- (b) a method for administrating a reward program based on success  
of at least one of a plurality of products.

USE - For manufacturers, distributors or other sellers.

ADVANTAGE - Provides consumers with an incentive to buy a product  
earlier than they otherwise might have or buy a product they might not  
have otherwise bought. Purchasers may be able to recover the typically  
large cost of purchasing a new product by receiving rewards for early  
purchases of the product. Enables sellers to sell products earlier, and  
even increase sales of products. Permits a seller to recover the  
investment costs of new products earlier in the product life cycle.

DESCRIPTION OF DRAWING(S) - The schematic illustrates a central  
controller of the apparatus for administering a reward program in  
accordance with the invention.

apparatus (10)  
central controller (12)  
data input devices (14,16)  
processor (20)  
storage device. (22)  
pp; 43 DwgNo 2/11

Title Terms: REWARD; PROGRAM; ADMINISTER; METHOD; BUSINESS

Derwent Class: T01

International Patent Class (Main): G06F-019/00

File Segment: EPI

11/5/11 (Item 11 from file: 351)

DIALOG(R)File 351:DERWENT WPI

(c) 2000 Derwent Info Ltd. All rts. reserv.

012506419 \*\*Image available\*\*

WPI Acc No: 99-312524/199926

XRPX Acc No: N99-233416

**Group reward program managing method e.g. for computer applications,  
point of sale system**

Patent Assignee: WALKER ASSET MANAGEMENT LP (WALK-N)

Inventor: TEDESCO D E; VAN LUCHENE A S ; WALKER J S

Number of Countries: 082 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
WO 9920013	A2	19990422	WO 98US21218	A	19981008	H04K-000/00	199926 B
AU 9897923	A	19990503	AU 9897923	A	19981008	H04K-000/00	199937

Priority Applications (No Type Date): US 98118414 A 19980717; US 97948144 A  
19971009

Patent Details:

Patent	Kind	Lan	Pg	Filing	Notes	Application	Patent
--------	------	-----	----	--------	-------	-------------	--------

WO 9920013	A2	E	66				
------------	----	---	----	--	--	--	--

Designated States (National): AL AM AT AU AZ BA BB BG BR BY CA CH CN CU  
CZ DE DK EE ES FI GB GD GE GH GM HR HU ID IL IS JP KE KG KP KR KZ LC LK  
LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ  
TM TR TT UA UG UZ VN YU ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR  
IE IT KE LS LU MC MW NL OA PT SD SE SZ UG ZW

AU 9897923	A			Based on		WO 9920013	
------------	---	--	--	----------	--	------------	--

Abstract (Basic): WO 9920013 A2

NOVELTY - A group for participation is registered in a group reward  
program. The group includes two consumers. A performance of the group  
is measured and a goal achieved by the group is stored. An eligibility  
of the group to receive the group reward is determined based on a  
performance and the goal. The performance is compared to the goal and

an eligibility of the group to receive the group reward is determined based on the compared performance and the goal.

DETAILED DESCRIPTION - An INDEPENDENT CLAIM is included for a method for participating in a group reward program, an apparatus for managing a group reward program, a computer readable medium encoded with processing instructions for implementing a method for managing a group reward program, a method for implementing a group reward program, a method for implementing a consumer group reward program, a method for processing a transaction in accordance with a group reward program, an apparatus for implemented a group reward program, an apparatus for processing a transaction in accordance with a group reward program.

USE - For computer applications, point of sale system.

ADVANTAGE - Allows two or more consumers to register as a group or shopping team with merchant who manages a group reward program.

DESCRIPTION OF DRAWING(S) - The figure shows a schematic block diagram illustrating a network server that controls the network of point of sale terminals maintained by a merchant in accordance with an embodiment of the invention.

pp; 66 DwgNo 2/9

Title Terms: GROUP; REWARD; PROGRAM; MANAGE; METHOD; COMPUTER; APPLY; POINT ; SALE; SYSTEM

Derwent Class: T01; T05

International Patent Class (Main): H04K-000/00

File Segment: EPI

11/5/12 (Item 12 from file: 351)  
DIALOG(R) File 351:DERWENT WPI  
(c) 2000 Derwent Info Ltd. All rts. reserv.

012398747 \*\*Image available\*\*

WPI Acc No: 99-204854/199917

Related WPI Acc No: 98-532192; 99-190705; 99-204853; 99-204855; 00-053611; 00-053613

XRPX Acc No: N99-150919

**Upsell determination method of purchase at point-of-sale terminal**

Patent Assignee: WALKER ASSET MANAGEMENT LP (WALK-N)

Inventor: ALDERUCCI D; VAN LUCHENE A S ; WALKER J S

Number of Countries: 081 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat	No	Kind	Date	Main IPC	Week
WO 9911007	A2	19990304	WO 98US16985	A	19980817	H04K-001/02	199917 B	
AU 9891057	A	19990316	AU 9891057	A	19980817	H04K-001/02	199930	

Priority Applications (No Type Date): US 9876409 A 19980512; US 97920116 A 19970826

Patent Details:

Patent	Kind	Lan	Pg	Filing	Notes	Application	Patent
WO 9911007	A2	E	57				

Designated States (National): AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES FI GB GE GH GM HR HU ID IL IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG UZ VN YU ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW NL OA PT SD SE SZ UG ZW

AU 9891057 A Based on WO 9911007

Abstract (Basic): WO 9911007 A2

NOVELTY - A POS terminal generates a purchase price of a purchase, and generates a rounded price, e.g. the lowest whole number greater than the purchase price. The terminal calculates a roundup amount as the difference between the purchase and rounded price. The terminal prints on the coupon (410) an identifier, such as a bar code based on the coupon value (414).

DETAILED DESCRIPTION - INDEPENDENT CLAIMS are included for a method for generating a coupon, and apparatus for determining an upsell of a purchase at a point-of-sale terminal, and an apparatus for generating a coupon, and a computer-readable medium encoded with a program for

implementing method for determining upsell.

USE - For determining upsell of purchase at point -sale terminal.

ADVANTAGE - Allows business to more effectively promote its various objectives.

DESCRIPTION OF DRAWING(S) - The figure shows a schematic illustration of a coupon.

coupon, (410)

coupon value. (414)

pp; 57 DwgNo 17/20

Title Terms: DETERMINE; METHOD; PURCHASE; POINT; SALE; TERMINAL

Derwent Class: T01; T04; T05; W02

International Patent Class (Main): H04K-001/02

File Segment: EPI

11/5/13 (Item 13 from file: 351)

DIALOG(R)File 351:DERWENT WPI

(c) 2000 Derwent Info Ltd. All rts. reserv.

012384598 \*\*Image available\*\*

WPI Acc No: 99-190705/199916

Related WPI Acc No: 98-532192; 99-204853; 99-204854; 99-204855; 00-053611;  
00-053613

XRPX Acc No: N99-139461

**Aging food product selling method**

Patent Assignee: WALKER ASSET MANAGEMENT LP (WALK-N); WALKER DIGITAL CORP  
(WALK-N)

Inventor: OTTO J; TEDESCO D E; **VAN LUCHENE A S ; WALKER J S**

Number of Countries: 081 Number of Patents: 003

Patent Family:

Patent No	Kind	Date	Applicat	No	Kind	Date	Main IPC	Week
WO 9910794	A2	19990304	WO 98US17274	A	19980820	G06F-001/00		199916 B
AU 9940826	A	19991213	AU 9940826	A	19990518	G06F-017/60		200020
AU 9892000	A	19990316	AU 9892000	A	19980820			199930

Priority Applications (No Type Date): US 9883483 A 19980522; US 97920116 A  
19970826; US 98219220 A 19981223

Patent Details:

Patent	Kind	Lan	Pg	Filing	Notes	Application	Patent
--------	------	-----	----	--------	-------	-------------	--------

WO 9910794	A2	E	54				
------------	----	---	----	--	--	--	--

Designated States (National): AL AM AT AU AZ BA BB BG BR BY CA CH CN CU  
CZ DE DK EE ES FI GB GE GH GM HR HU ID IL IS JP KE KG KP KR KZ LC LK LR  
LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM  
TR TT UA UG UZ VN YU ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR  
IE IT KE LS LU MC MW NL OA PT SD SE SZ UG ZW

AU 9940826	A	Based on	WO 9962016
------------	---	----------	------------

AU 9892000	A	Based on	WO 9910794
------------	---	----------	------------

Abstract (Basic): WO 9910794 A2

NOVELTY - The time until the expiration of a food product is determined by receiving a start signal indicating that a food product is available to sell. The start signal may be generated by a timer on a warming bin that is initiated when a food product is placed in the warming bin. By measuring the elapsed time since the start signal was received, the time until product expiration is determined. Based upon the time until expiration, the automated kitchen apparatus sets the minimum price of that food product. Customers at the point-of-sale terminal may then purchase the aged food product for the minimum price.

DETAILED DESCRIPTION - INDEPENDENT CLAIMS are included for an apparatus for selling an aged food product, and a computer readable medium encoded with processing instructions for implementing a method for selling an aging food product.

USE - Automated kitchen apparatus for determining time until the expiration of food products.

ADVANTAGE - Reduces costs associated with inability to sell perished food products.

DESCRIPTION OF DRAWING(S) - The drawing shows a store server of a

restaurant apparatus in accordance with the invention.

Data storage logic (82)  
Input device (84)  
Printer (86)  
Display device (88)  
Processor control program (90)  
Inventory database (92)  
Aged inventory database (94)  
Price adjustment database (96)  
pp; 54 DwgNo 4/15

Title Terms: FOOD; PRODUCT; SELL; METHOD

Derwent Class: S04; T01

International Patent Class (Main): G06F-001/00; G06F-017/60

File Segment: EPI

11/5/14 (Item 14 from file: 351)

DIALOG(R)File 351:DERWENT WPI

(c) 2000 Derwent Info Ltd. All rts. reserv.

012315063 \*\*Image available\*\*

WPI Acc No: 99-121169/199910

XRPX Acc No: N99-088372

The sale and distribution of merchandise, at a manufacture-controlled price, over a network such as the Internet a web site provides a prospective customer - with merchandise information that includes a manufacturer- controlled price and the address of the nearest stockist, so that the customer can pay by credit card and take delivery of the merchandise

Patent Assignee: WALKER ASSET MANAGEMENT LP (WALK-N)

Inventor: JORASCH J A; VAN LUCHENE A S ; WALKER J S

Number of Countries: 082 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat	No	Kind	Date	Main IPC	Week
WO 9903056	A1	19990121	WO 98US13977	A	19980706	G06F-153/00	199910 B	
AU 9882901	A	19990208	AU 9882901	A	19980706	G06F-153/00	199924	

Priority Applications (No Type Date): US 97889503 A 19970708

Patent Details:

Patent	Kind	Lan	Pg	Filing	Notes	Application	Patent
--------	------	-----	----	--------	-------	-------------	--------

WO 9903056	A1		80				
------------	----	--	----	--	--	--	--

Designated States (National): AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES FI GB GE GH GM GW HR HU ID IL IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG UZ VN YU ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW NL OA PT SD SE SZ UG ZW

AU 9882901	A			Based on		WO 9903056	
------------	---	--	--	----------	--	------------	--

Abstract (Basic): WO 9903056 A

A prospective customer (102), having a credit card and access (104) to the Internet (106), can examine merchandise information posted on a web site. This information includes a manufacturer- controlled price and the address of the nearest stockist, so that the customer can pay by credit card and take delivery of the selected goods.

The web site merchandise information is maintained by a central controller (110) that also handles credit card payments and merchandise reservations. A credit card processor (124) is configured to query the information maintained by the central controller and to receive the manufacturer-controlled price from the central controller.

ADVANTAGE - Allows a manufacture to legally control the retail price of his goods and services.

Dwg.1/15

Title Terms: SALE; DISTRIBUTE; MERCHANDISE; MANUFACTURE; CONTROL; PRICE; NETWORK; WEB; SITE; PROSPECTING; CUSTOMER; MERCHANDISE; INFORMATION; MANUFACTURE; CONTROL; PRICE; ADDRESS; NEARBY; SO; CUSTOMER; CAN; PAY; CREDIT; CARD; DELIVER; MERCHANDISE

Derwent Class: T01; T05; W01



International Patent Class (Main): G06F-153/00  
File Segment: EPI

11/5/15 (Item 15 from file: 351)  
DIALOG(R)File 351:DERWENT WPI  
(c) 2000 Derwent Info Ltd. All rts. reserv.

012315039 \*\*Image available\*\*  
WPI Acc No: 99-121145/199910  
XRPX Acc No: N99-088348

**Subscription purchase arrangement system - Enables supermarket to provide bulk purchase arrangement using data storage system**

Patent Assignee: WALKER ASSET MANAGEMENT LP (WALK-N)  
Inventor: JORASCH J A; VANLUCHENE A S; WALKER J S ; VAN LUCHENE A S  
Number of Countries: 083 Number of Patents: 003  
Patent Family:

Patent No	Kind	Date	Applicat	No	Kind	Date	Main IPC	Week
WO 9903030	A2	19990121	WO 98US13976	A	19980706	G06F-000/00	199910 B	
AU 9883843	A	19990208	AU 9883843	A	19980706	G06F-000/00	199924	
US 5970470	A	19991019	US 97889589	A	19970708	G06F-017/60	199950	

Priority Applications (No Type Date): US 97889589 A 19970708

Cited Patents: -SR.Pub

Patent Details:

Patent	Kind	Lan	Pg	Filing	Notes	Application	Patent
WO 9903030	A2	E	57				
Designated States (National): AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES FI GB GE GH GM GW HR HU ID IL IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG UZ VN YU ZW							
Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW NL OA PT SD SE SZ UG ZW							
AU 9883843	A			Based on		WO 9903030	

Abstract (Basic): WO 9903030 A

System has a data storage system for buyer data, an agreement between the buyer and the seller, including a commitment by the buyer to purchase an item from the seller a specified number of times over a period of time and at a specified price. A data processing system is coupled to the data storage system and receives the buyer request to purchase the item. It processes this by determining the purchase price for the item based on the specified price in the agreement. The purchase price then forms the basis of the transaction involving the buyer and the item.

USE - System relates to mass merchandising and the sale and distribution of products in accordance with agreements including volume commitments and price guarantees. It is designed to assist supermarkets to combat the prices offered by bulk purchasing clubs.

ADVANTAGE - System provides conventional supermarkets and grocery stores with the tools necessary to compete with bulk resellers, enabling incremental payment and delivery terms.

Dwg.1/7

Title Terms: SUBSCRIBER; PURCHASE; ARRANGE; SYSTEM; ENABLE; SUPERMARKET; BULK; PURCHASE; ARRANGE; DATA; STORAGE; SYSTEM

Derwent Class: T01; T05; W01

International Patent Class (Main): G06F-000/00; G06F-017/60

File Segment: EPI

11/5/16 (Item 16 from file: 351)  
DIALOG(R)File 351:DERWENT WPI  
(c) 2000 Derwent Info Ltd. All rts. reserv.

012299693 \*\*Image available\*\*  
WPI Acc No: 99-105799/199909  
XRPX Acc No: N99-076342

**System for facilitating computer based game of chance using processor -**

sends winning identifier, compares player's with winning one to find game result, encrypts player identifier, sends winning selection unencrypted, computer receives decryption key, decrypts player identifier with cryptoprocessor and key

Patent Assignee: WALKER ASSET MANAGEMENT LP (WALK-N)

Inventor: JORASCH J A; SCHNEIER B; VAN LUCHENE A S ; WALKER J S

Number of Countries: 081 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat	No	Kind	Date	Main IPC	Week
WO 9901188	A2	19990114	WO 98US13909	A	19980702	A63F-000/00		199909 B
AU 9885681	A	19990125	AU 9885681	A	19980702	A63F-000/00		199923

Priority Applications (No Type Date): US 97888049 A 19970703

Patent Details:

Patent	Kind	Lan	Pg	Filing	Notes	Application	Patent
WO 9901188	A2	E	80				
Designated States (National): AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES FI GB GE GH GM GW HU ID IL IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG UZ VN YU ZW							
Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW NL OA PT SD SE SZ UG ZW							
AU 9885681	A			Based on		WO 9901188	

Abstract (Basic): WO 9901188 A

The system includes a computer processor (201) connected to cryptoprocessor (202) and a memory (204 and 205). The latter has a program executed by the processor for sending several available game selections identified by a unique selection identifier and receiving a player selection similarly identified. It sends a winning identifier and compares the player's with the winning one to determine a game result. The player selection identifier is encrypted, the winning selection is send unencrypted. The computer receives the decryption key after sending the winning selection identifier and decrypts the player identifier using the cryptoprocessor and key. The game includes an electronically implemented punchboard.

USE - For providing a game of chance in which a player selects from a series of possible outcomes, the player and the game provider can interact in a variety of ways, including the Internet.

ADVANTAGE - Improves players perception of security and operation of electronic gambling and games.

Dwg.2/18

Title Terms: SYSTEM; FACILITATE; COMPUTER; BASED; GAME; CHANCE; PROCESSOR; SEND; WINNING; IDENTIFY; COMPARE; PLAY; WINNING; ONE; FINDER; GAME; RESULT; PLAY; IDENTIFY; SEND; WINNING; SELECT; COMPUTER; RECEIVE; DECRYPTER; KEY; PLAY; IDENTIFY; KEY

Derwent Class: P36; T01; W01; W04

International Patent Class (Main): A63F-000/00

File Segment: EPI; EngPI

11/5/17 (Item 17 from file: 351)

DIALOG(R)File 351:DERWENT WPI

(c) 2000 Derwent Info Ltd. All rts. reserv.

012115280 \*\*Image available\*\*

WPI Acc No: 98-532192/199845

Related WPI Acc No: 99-190705; 99-204853; 99-204854; 99-204855; 00-053611; 00-053613

XRPX Acc No: N98-415201

Supplementary product sales processing system for point of sale terminal - has POS terminal that is connected to controller, for performing merchandise transactions and lottery transactions in accordance with received lottery information

Patent Assignee: WALKER ASSET MANAGEMENT LP (WALK-N)

Inventor: ALDERUCCI D A; JINDAL S K; JORASCH J A; VAN LUCHENE A S ; WALKER J S

Number of Countries: 081 Number of Patents: 003

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
WO 9843149	A2	19981001	WO 98US5787	A	19980320	G06F-000/00	199845 B
AU 9867714	A	19981020	AU 9867714	A	19980320	G06F-019/00	199909
US 5926796	A	19990720	US 97841791	A	19970505	G06F-017/60	199935

Priority Applications (No Type Date): US 9845518 A 19980320; US 97822709 A 19970321; US 97841791 A 19970505; US 97920116 A 19970826; US 9845036 A 19980320; US 9845084 A 19980320; US 9845347 A 19980320; US 9845386 A 19980320

Cited Patents: -SR.Pub

Patent Details:

Patent	Kind	Lan	Pg	Filing Notes	Application	Patent
WO 9843149	A2	E	388			
Designated States (National): AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES FI GB GE GH GM GW HU ID IL IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG UZ VN YU ZW						
Designated States (Regional): AT BE CH DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW NL OA PT SD SE SZ UG ZW						
AU 9867714	A			Based on		WO 9843149

Abstract (Basic): WO 9843149 A

The system includes a controller with a storage device storing merchandise information. The controller receives lottery information from the lottery data processing system. A POS terminal is connected to the controller, for performing merchandise transactions and lottery transactions in accordance with the received lottery information. The POS terminal includes a recorder for recording on a recording medium the merchandise and lottery information. The controller communicates in substantially real-time with the lottery data processing system. The storage device stores lottery information received from the lottery data processing system that includes randomly selected lottery ticket numbers.

Dwg.1/77

Title Terms: SUPPLEMENTARY; PRODUCT; SALE; PROCESS; SYSTEM; POINT; SALE; TERMINAL; POS; TERMINAL; CONNECT; CONTROL; PERFORMANCE; MERCHANDISE; TRANSACTION; LOTS; TRANSACTION; ACCORD; RECEIVE; LOTS; INFORMATION

Derwent Class: T01; T05

International Patent Class (Main): G06F-000/00; G06F-017/60; G06F-019/00

File Segment: EPI

11/5/18 (Item 18 from file: 351)

DIALOG(R)File 351:DERWENT WPI

(c) 2000 Derwent Info Ltd. All rts. reserv.

012079155 \*\*Image available\*\*

WPI Acc No: 98-496066/199842

XRPX Acc No: N98-387429

**User generated method for issuing and verifying traveller cheques - involves user registering with cheque issuer and printing cheques on own computer with security data checked by receiving merchant**

Patent Assignee: WALKER ASSET MANAGEMENT LP (WALK-N)

Inventor: CASE T S; WALKER J S

Number of Countries: 080 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
WO 9839742	A2	19980911	WO 98US2245	A	19980205	G07D-000/00	199842 B
AU 9862701	A	19980922	AU 9862701	A	19980205	G06F-013/00	199908

Priority Applications (No Type Date): US 97811703 A 19970305

Patent Details:

Patent	Kind	Lan	Pg	Filing Notes	Application	Patent
WO 9839742	A2	E	56			
Designated States (National): AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES FI GB GE GH GM GW HU ID IL IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM						

TR TT UA UG UZ VN YU Z  
Designated States (Regional): AT BE CH DE DK EA ES FI FR GB GH GM GR IE  
IT KE LS LU MC MW NL OA PT SD SE SZ UG ZW  
AU 9862701 A Based on WO 9839742

Abstract (Basic): WO 9839742 A

The system for issuing travellers cheques uses a **subscribers** own computer equipment. Initially the user registers (112) with the cheque provider by supplying contact details and a bank account or credit card for use in cheque payments. The user receives software (109) for producing cheques and possibly also paper stock (110) for the cheques. When the user wishes to create cheques the provider is contacted and **serial** numbers are provided for the cheques and registered in a central database.

The user prints (104) the cheques and later submits them to merchants (106). The merchant contacts the cheque provider for verification.

ADVANTAGE - Avoids the need for the user to visit cheque issuing sites within specific times of day.

Dwg.1A/9

Title Terms: USER; GENERATE; METHOD; ISSUE; VERIFICATION; TRAVELLER; CHEQUE  
; USER; REGISTER; CHEQUE; ISSUE; PRINT; CHEQUE; COMPUTER; SECURE; DATA;  
CHECK; RECEIVE; MERCHANT

Derwent Class: T01; T05; W01

International Patent Class (Main): G06F-013/00; G07D-000/00

File Segment: EPI

11/5/19 (Item 19 from file: 351)  
DIALOG(R)File 351:DERWENT WPI  
(c) 2000 Derwent Info Ltd. All rts. reserv.

011776933 \*\*Image available\*\*

WPI Acc No: 98-193843/199817

Related WPI Acc No: 00-270258

XRPX Acc No: N98-153367

**Conditional purchase offer management system - in which controller receives binding purchase offers from prospective buyers, and makes purchase offers available to potential sellers**

Patent Assignee: WALKER ASSET MANAGEMENT LP (WALK-N); PRICELINE.COM INC  
(PRIC-N)

Inventor: CASE T S; JINDAL S K; JORASCH J A; LECH R R; SCHNEIER B; SPARICO  
T M; TEDESCO D E; **VAN LUCHENE A S** ; **WALKER J S** ; WEIR-JONES T; JONES T  
W

Number of Countries: 079 Number of Patents: 006

Patent Family:

Patent No	Kind	Date	Applicat	No	Kind	Date	Main IPC	Week
WO 9810361	A1	19980312	WO 97US15492	A	19970904	G06F-017/60	199817	B
BR 9713193	A	19991221	BR 9713193	A	19970904	G06F-017/60	200017	
			WO 97US15492	A	19970904			
CN 1244270	A	20000209	CN 97198598	A	19970904	G06F-017/60	200026	
AU 9742479	A	19980326	AU 9742479	A	19970904	G06F-017/60	199832	
US 5794207	A	19980811	US 96707660	A	19960904	G06F-015/20	199839	
EP 954817	A1	19991110	EP 97940780	A	19970904	G06F-017/60	199952	
			WO 97US15492	A	19970904			

Priority Applications (No Type Date): US 97889319 A 19970708; US 96707660 A  
19960904

Patent Details:

Patent	Kind	Lan	Pg	Filing	Notes	Application	Patent
WO 9810361	A1	E	292				

Designated States (National): AL AM AT AU AZ BA BB BG BR BY CA CH CN CU  
CZ DE DK EE ES FI GB GE GH HU IL IS JP KE KG KP KR KZ LC LK LR LS LT LU  
LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA  
UG UZ VN YU ZW

Designated States (Regional): AT BE CH DE DK EA ES FI FR GB GH GR IE IT  
KE LS LU MC MW NL OA PT SD SE SZ UG ZW

BR 9713193 A Based on WO 9810361

AU 9742479 A Base on  
EP 954817 A1 E Base on

WO 9810361  
WO 9810361

Designated States (Regional): AL AT BE CH DE DK ES FI FR GB GR IE IT LI  
LT LU LV MC NL PT RO SE SI

Abstract (Basic): WO 9810361 A

The system for effecting bilateral buyer-driven commerce includes a processor and memory unit. The processor receives from a remote prospective buyer; a purchase offer containing at least one condition, and a payment identifier for specifying a general purpose financial account from which funds may be paid for a purchase meeting the condition contained in the purchase offer.

The processor is configured to transmit the purchase offer to a number of remote potential sellers, and receive from at least one of the remote potential sellers an unconditional acceptance of the offer.

USE - Enabling prospective buyers or sellers, for sellers conveniently to search for relevant buyer purchase offers, and for sellers potentially to bind buyer to contract based on buyer's purchase offer, using e.g. telephone systems or Internet.

Dwg.1/82

Title Terms: CONDITION; PURCHASE; OFFER; MANAGEMENT; SYSTEM; CONTROL;  
RECEIVE; BIND; PURCHASE; OFFER; PROSPECTING; BUY; PURCHASE; OFFER;  
AVAILABLE; POTENTIAL

Derwent Class: T01; W01

International Patent Class (Main): G06F-015/20; G06F-017/60

International Patent Class (Additional): H04L-009/00

File Segment: EPI

Set	Items	Description
S1	82538	PERIODICAL? OR MAGAZINE? OR NEWSPAPER? OR JOURNAL? OR NEWS-LETTER? OR SERIAL? OR ZINE
S2	3572	SUBSCRIB? OR SUBSCRIPT?
S3	182781	CANCEL? OR END? OR STOP? OR TERMINAT?
S4	2149	POS OR POINT(2N)SALE? OR CASH()REGISTER? OR NEWSTAND? OR NEWSSTAND OR ECR OR BOOKSTORE?
S5	734	BARCODE? OR BAR()CODE? OR SCANNER? OR SCANNED
S6	4246	(MULTIPL? OR SEVERAL? OR MANY OR PLURAL? OR NUMBER? OR QUANTITY?) (5N) (ISSUE? OR COPY OR COPIES OR S1)
S7	0	S1 AND S2 AND S3 AND S4 AND S5 AND S6
S8	30	S1(S)S2(S)S4
S9	30	RD (unique items)
S10	29	S9 NOT PY>1997
S11	27	S10 NOT PD>970505

File 473:Financial Times Abstracts 1998-2000/Jun 02

(c) 2000 The New York Times

File 474:New York Times Abs 1969-2000/Jun 03

(c) 2000 The New York Times

File 475:Wall Street Journal Abs 1973-2000/Jun 02

(c) 2000 The New York Times

11/3,K/1 (Item 1 from file: 474)  
DIALOG(R)File 474:New York Times Abs  
(c) 2000 The New York Times. All rts. reserv.

07515125 NYT Sequence Number: 677060970420  
**OFF THE RACK: DOUBLE COVERS: A MATTER OF DEMOGRAPHICS**  
New York Times, Col. 1, Pg. 8, Sec. 3  
Sunday April 20 1997

ABSTRACT:

Roundup of personal finance **magazine** articles; many focus on investments that dodge effects of rising interest rates; Money **magazine** 's use for first time of different covers for **subscription** and **newstand** editions discussed; photo (M)

11/3,K/2 (Item 2 from file: 474)  
DIALOG(R)File 474:New York Times Abs  
(c) 2000 The New York Times. All rts. reserv.

07035341 NYT Sequence Number: 034410950612  
**ON THE ANNUAL SCOREBOARD OF NEW MAGAZINES, IT'S SPORTS 67, SEX 44**  
New York Times, Col. 1, Pg. 5, Sec. D  
Monday June 12 1995

ABSTRACT:

Samir Husni's Guide to New Consumer **Magazines** , annual compilation of thousands of facts about **magazines** , will for first time in its 10-year history be published as full-fledged book by Hearst **Magazine** Enterprises,; guide also offers data on **subscription** prices and numbers of advertising pages; Samir Husni compiles his annual guide by visiting **bookstores** and newsstands, looking for new titles; Husni notes that his method may be unscientific, but...

11/3,K/3 (Item 3 from file: 474)  
DIALOG(R)File 474:New York Times Abs  
(c) 2000 The New York Times. All rts. reserv.

07032618 NYT Sequence Number: 094544950731  
**MEDIA**  
New York Times, Col. 1, Pg. 7, Sec. D  
Monday July 31 1995

ABSTRACT:

Media column discusses Hearst **Magazines** plan to cut circulation guarantees average of 10% at 13 of its 15 **magazines** , raise advertising rates 5% and raise **subscription** and **newsstand** prices to offset rising costs; moves, hailed by some in **magazine** industry, anger advertisers (M)

11/3,K/4 (Item 4 from file: 474)  
DIALOG(R)File 474:New York Times Abs  
(c) 2000 The New York Times. All rts. reserv.

06820933 NYT Sequence Number: 073660940221  
**MAGAZINE CIRCULATION: A MIXED BAG IN '93**  
New York Times, Col. 6, Pg. 6, Sec. D  
Monday February 21 1994

ABSTRACT:

Audit Bureau of Circulations releases 1993 circulation figures for **magazines** ; 59 percent of **magazines** showed overall gains for second half of 1993, compared with year-earlier figures, but 55 percent of **magazines** registered **newsstand** declines; industry is concerned about how long **subscriptions** can continue to offset losses on **newsstand** (M)

11/3,K/5 (Item 5 from file: 474)  
DIALOG(R)File 474:New York Times Abs  
(c) 2000 The New York Times. All rts. reserv.

06539869 NYT Sequence Number: 063509931220

**MAGAZINES CREATE ON-LINE SALONS**

New York Times, Col. 1, Pg. 6, Sec. D  
Monday December 20 1993

**ABSTRACT:**

**Magazine** industry has discovered electronic publishing; almost 100 **magazines** have signed up with on-line computer services in last six months and others are joining at rate of two or three a week; availability of on-line **magazines** does not seem to be hurting traditional **subscriptions** and **newsstand** sales; real popularity of electronic **magazines** is not reading, but talking; **subscribers** are conversing electronically with all manner of **magazines**, offering gripes, praise and advice to editors and writers (M)

11/3,K/6 (Item 6 from file: 474)  
DIALOG(R)File 474:New York Times Abs  
(c) 2000 The New York Times. All rts. reserv.

06536688 NYT Sequence Number: 016721931206

**FOR LEADING MAGAZINES, A NEWSTAND SLUMP**

New York Times, Col. 3, Pg. 6, Sec. D  
Monday December 6 1993

**ABSTRACT:**

Survey conducted by Vos Gruppo & Capell finds that **newsstand** sale of leading **magazines** have declined sharply in last decade; drop reflects three industry trends: growing emphasis on **subscription** sales by some large-circulation **magazines**, increase in low-budget, special-interest publications, and competition for space on the rack; graph...

11/3,K/7 (Item 7 from file: 474)  
DIALOG(R)File 474:New York Times Abs  
(c) 2000 The New York Times. All rts. reserv.

06521833 NYT Sequence Number: 100056930412

**TINA BROWN'S PROGRESS AT THE NEW YORKER**

CARMODY, DEIRDRE  
New York Times, Col. 5, Pg. 1, Sec. D  
Monday April 12 1993

**ABSTRACT:**

Six months into Tina Brown's tenure as editor in chief at New Yorker **magazine**, **subscription** renewals are strong, **newstand** sales have doubled and advertising pages are up; question of whether **magazine** has begun to staunch its losses have yet to be answered; photo (M)

11/3,K/8 (Item 8 from file: 474)  
DIALOG(R)File 474:New York Times Abs  
(c) 2000 The New York Times. All rts. reserv.

05557392 NYT Sequence Number: 097505891110

**ADVERTISING: FOR TIME, NEW SLOGAN AND A FEAT**

New York Times, Col. 1, Pg. 5, Sec. 4  
Friday November 10 1989

**ABSTRACT:**

Lois/GGK, in its first ad campaign for Time **magazine**, introduces slogan 'Make time for Time'; new campaign will allow TV viewers to see Time's covers on Sunday, day before they appear on **newstands**; will cost Time about \$3 million this quarter, and comes one month after **magazine**



announced plans to reduce its circulation rate base from 4 million to 4 million by eliminating subscribers attracted by offers for clock radios and telephones (M)

11/3,K/9 (Item 9 from file: 474)  
DIALOG(R)File 474:New York Times Abs  
(c) 2000 The New York Times. All rts. reserv.

01067441 NYT Sequence Number: 016585810409

Profile of Esquire magazine notes publication is still running at loss despite efforts of publisher Christopher Whittle and editor Phillip Moffitt to change focus of magazine from service toward its traditional literary bent aimed at men in 25-40 age bracket. Indicates advertising agencies are starting to view magazine more favorably, but advertising pages in Esquire remain low. Notes Whittle and Moffitt have aggressively moved to increase newsstand sales and try to escape from costly discount subscription sales. Photo. Graphs of national ad pages and newsstand sales (L.)

KLEINFELD, N R  
New York Times, Col. 3, Pg. 1, Sec. 4  
Thursday April 9 1981

Profile of Esquire magazine notes publication is still running at loss despite efforts of publisher Christopher Whittle and editor Phillip Moffitt to change focus of magazine from service toward its traditional literary bent aimed at men in 25-40 age bracket. Indicates advertising agencies are starting to view magazine more favorably, but advertising pages in Esquire remain low. Notes Whittle and Moffitt have aggressively moved to increase newsstand sales and try to escape from costly discount subscription sales. Photo. Graphs of national ad pages and newsstand sales (L.)...

11/3,K/10 (Item 10 from file: 474)  
DIALOG(R)File 474:New York Times Abs  
(c) 2000 The New York Times. All rts. reserv.

00943528 NYT Sequence Number: 061364790315

Redbook magazine plans to decrease its circulation guarantee by 150,000 to 4.3 Million in July by cutting back its subscriptions by 200,000 and increasing its newsstand sales 50,000 to 1 million. Cites increase in postal costs (S.)

DOUGHERTY, PHILIP H  
New York Times, Col. 3, Pg. 13, Sec. 4  
Thursday March 15 1979

Redbook magazine plans to decrease its circulation guarantee by 150,000 to 4.3 Million in July by cutting back its subscriptions by 200,000 and increasing its newsstand sales 50,000 to 1 million. Cites increase in postal costs (S.)...

11/3,K/11 (Item 11 from file: 474)  
DIALOG(R)File 474:New York Times Abs  
(c) 2000 The New York Times. All rts. reserv.

00838382 NYT Sequence Number: 024134780717

Fortune advertising director James B Hoefer reports that magazine ran 1,055 pages of advertising during half-year '78, compared to 831 in year-earlier period. Also notes gains in subscriptions, long-term renewals and newsstand sales (S.)

DOUGHERTY, PHILIP H  
New York Times, Col. 4, Pg. 7, Sec. 4  
Monday July 17 1978

Fortune advertising director James B Hoefer reports that magazine ran 1,055 pages of advertising during half-year '78, compared to 831 in

year-earlier period. Also notes gains in subscriptions, long-term renewals and newsstand sales (S).)

11/3,K/12 (Item 12 from file: 474)  
DIALOG(R)File 474:New York Times Abs  
(c) 2000 The New York Times. All rts. reserv.

00825243 NYT Sequence Number: 096021771228

Working Woman publisher WW Publications files under Chapter 11 of Federal bankruptcy laws. Magazine has had financial difficulties since launched in Nov '76. Founding editor Beatrice Buckler resigned in May after battle for control with financial promoter J Jay Frankel. Working Woman reportedly has 115,000 subscribers, with newsstand sales of 60,000 to 70,000. Atty Stanley Hendler repts liabilities of \$2.3 Million and assets of \$4 million (S).)

DOUGHERTY, PHILIP H  
New York Times, Col. 4, Pg. 8, Sec. 4  
Wednesday December 28 1977

Working Woman publisher WW Publications files under Chapter 11 of Federal bankruptcy laws. Magazine has had financial difficulties since launched in Nov '76. Founding editor Beatrice Buckler resigned in...

...battle for control with financial promoter J Jay Frankel. Working Woman reportedly has 115,000 subscribers, with newsstand sales of 60,000 to 70,000. Atty Stanley Hendler repts liabilities of \$2.3...

11/3,K/13 (Item 13 from file: 474)  
DIALOG(R)File 474:New York Times Abs  
(c) 2000 The New York Times. All rts. reserv.

00751964 NYT Sequence Number: 022742770615

Chief Exec, new qrly magazine, will begin publishing at end of June. Will have no newsstand sale and no subscriptions and will be sent only to 25,000 distinguished leaders of world. Pres and editor in chief Henry O Dormann says pub will be financed by advertisers (S).)

New York Times, Col. 5, Pg. 21, Sec. 4  
Wednesday June 15 1977

Chief Exec, new qrly magazine, will begin publishing at end of June. Will have no newsstand sale and no subscriptions and will be sent only to 25,000 distinguished leaders of world. Pres and editor...

11/3,K/14 (Item 14 from file: 474)  
DIALOG(R)File 474:New York Times Abs  
(c) 2000 The New York Times. All rts. reserv.

00645004 NYT Sequence Number: 107349750115

Wall St Journal to increase annual subscription rate from \$38 to \$42, 6-mo rate from \$20 to \$22 and 3-mo rate from \$10.50 to \$11.50. Daily newsstand price will increase from 20} to 25}. Barron's natl Business and Financial Wkly to increase annual subscription rate from \$23 to \$25, 6-mo rate from \$12.50 to \$13.50 and 3-mo rate from \$6.75 to \$7.25. Newsstand price will increase from 50} to 75} (S).)

SLOANE, LEONARD  
New York Times, Col. 5, Pg. 39  
Wednesday January 15 1975

Wall St Journal to increase annual subscription rate from \$38 to \$42, 6-mo rate from \$20 to \$22 and 3-mo rate from \$10.50 to \$11.50. Daily newsstand price will increase from 20} to 25}. Barron's natl Business and Financial Wkly to increase annual subscription rate from \$23 to \$25, 6-mo rate from \$12.50 to \$13.50 and 3-mo rate from \$6.75 to \$7.25. Newsstand price will increase from 50} to 75} (S).)

11/3,K/15 (Item 15 from file: 474)  
DIALOG(R)File 474:New York Times Abs  
(c) 2000 The New York Times. All rts. reserv.

00617333 NYT Sequence Number: 079678750826

Gallagher Rept on Aug 25 releases study that shows nation's 200 leading consumer magazines repts 3% decline in total paid circulation in 1st 6 mos of '75. Notes that newsstand sales for 200 select publications posted 7.4% decline to 74,863,467 books, while subscriptions fell 0.7% to 155,520,159. Shows that according to data filed with Audit Bur of Circulation 118 of magazines showed circulation drop-off. Among magazines showing largest drop-off are Weight Watchers, Lady's Circle and Holiday. People, Smithsonian and Money gained. Other findings noted (M).)

SMITH, WILLIAM D  
New York Times, Col. 3, Pg. 45  
Tuesday August 26 1975

Gallagher Rept on Aug 25 releases study that shows nation's 200 leading consumer magazines repts 3% decline in total paid circulation in 1st 6 mos of '75. Notes that newsstand sales for 200 select publications posted 7.4% decline to 74,863,467 books, while subscriptions fell 0.7% to 155,520,159. Shows that according to data filed with Audit Bur of Circulation 118 of magazines showed circulation drop-off. Among magazines showing largest drop-off are Weight Watchers, Lady's Circle and Holiday. People, Smithsonian and...

11/3,K/16 (Item 16 from file: 474)  
DIALOG(R)File 474:New York Times Abs  
(c) 2000 The New York Times. All rts. reserv.

00541905 NYT Sequence Number: 108935741005

Chattanooga Times has announced increase in subscription rates. Morning newspaper will cost \$1 a wk, up from 80}. Newstand price will go from 10} to 15} for daily editions and remain at 30} for Sunday paper.)

Associated Press  
New York Times, Col. 2, Pg. 34  
Saturday October 5 1974

Chattanooga Times has announced increase in subscription rates. Morning newspaper will cost \$1 a wk, up from 80}. Newstand price will go from 10} to 15} for daily editions and remain at 30} for...

11/3,K/17 (Item 17 from file: 474)  
DIALOG(R)File 474:New York Times Abs  
(c) 2000 The New York Times. All rts. reserv.

00500406 NYT Sequence Number: 067436740312

Dow Jones & Co repts that subscription and newsstand prices of Wall St Journal will be increased April 1 to compensate for rise on gen cost of doing business and for rises in cost of newsprint and postage. Annual subscription price will rise from \$35 to \$38 and newsstand price from 15} to 20} a copy.)

New York Times, Col. 1, Pg. 30  
Tuesday March 12 1974

Dow Jones & Co repts that subscription and newsstand prices of Wall St Journal will be increased April 1 to compensate for rise on gen cost of doing business and for rises in cost of newsprint and postage. Annual subscription price will rise from \$35 to \$38 and newsstand price from 15} to 20} a copy.)

11/3,K/18 (Item 18 from file: 474)  
DIALOG(R)File 474:New York Times Abs

(c) 2000 The New York Times All rts. reserv.

00460824 NYT Sequence Number: 027854740520

Comment on effects of rising costs of publishing magazines notes that The Lamp/A Christian Unity Magazine will cease publication with July issue because of rising costs of publication and rising postal rates. Family Circle will raise ad rates about 4% with Oct issue because of production costs. Cosmopolitan reports that with July issue it will become 1st monthly consumer magazine with annual subscription rate higher than its 'premium single copy newsstand price'. People magazine is increasing its circulation rate base from 1-million to 1.25-million with Jan 6 issue.)

DOUGHERTY, PHILIP H

New York Times, Col. 4, Pg. 45

Monday May 20 1974

Comment on effects of rising costs of publishing magazines notes that The Lamp/A Christian Unity Magazine will cease publication with July issue because of rising costs of publication and rising postal...

...of production costs. Cosmopolitan reports that with July issue it will become 1st monthly consumer magazine with annual subscription rate higher than its 'premium single copy newsstand price'. People magazine is increasing its circulation rate base from 1-million to 1.25-million with Jan...

11/3,K/19 (Item 19 from file: 474)

DIALOG(R)File 474:New York Times Abs

(c) 2000 The New York Times. All rts. reserv.

00444046 NYT Sequence Number: 099386730705

Execs at various magazines report statistics of sales in response to increased subscription and newsstand prices; magazines include McCall's, Ladies' Home Journal, Good Housekeeping, Glamour, Woman's Day, Family Circle, Vogue and Harper's Bazaar)

New York Times, Col. 6, Pg. 46

Thursday July 5 1973

Execs at various magazines report statistics of sales in response to increased subscription and newsstand prices; magazines include McCall's, Ladies' Home Journal, Good Housekeeping, Glamour, Woman's Day, Family Circle, Vogue and Harper's Bazaar)

11/3,K/20 (Item 1 from file: 475)

DIALOG(R)File 475:Wall Street Journal Abs

(c) 2000 The New York Times. All rts. reserv.

05777803

DOW JONES WILL INCREASE JOURNAL, BARRON'S PRICES

Wall Street Journal, Col. 3, Pg. 6, Sec. B

Friday October 26 1990

ABSTRACT:

Dow Jones & Co to raise newsstand and subscription prices of Wall Street Journal, whose newsstand price will rise to 75, and Barron's National Business and Financial Weekly (\$)

11/3,K/21 (Item 2 from file: 475)

DIALOG(R)File 475:Wall Street Journal Abs

(c) 2000 The New York Times. All rts. reserv.

01113417 NYT Sequence Number: 012647781005

Dow Jones & Co will increase annual subscription rates for the Wall Street Journal to \$55 from \$49 and for Barron's to \$36 from \$32, effective Jan 8 '79. Advertising rates for the Journal will be

increased 9% for the national edition and 10% for the regional edition.  
Barron's ad rates will be raised by 8 1/2%. Journal's recommended  
newsstand price will increase to \$0.30 from \$0.20 (S).)  
Wall Street Journal, Col. 2, Pg. 16  
Thursday October 5 1978

Dow Jones & Co will increase annual subscription rates for the Wall  
Street Journal to \$55 from \$49 and for Barron's to \$36 from \$32,  
effective Jan 8 '79. Advertising rates for the Journal will be  
increased 9% for the national edition and 10% for the regional edition.  
Barron's ad rates will be raised by 8 1/2%. Journal's recommended  
newsstand price will increase to \$0.30 from \$0.20 (S).)...

11/3,K/22 (Item 3 from file: 475)

DIALOG(R)File 475:Wall Street Journal Abs  
(c) 2000 The New York Times. All rts. reserv.

01086654 NYT Sequence Number: 005371770428

Chas Levy Circulating Co, a major distributor, repts that newsstand sales  
of magazines surpassed subscription sales in '76 2d half, for first  
time. Had predicted newsstand sales would not exceed subscription  
sales until '77 1st half. Notes newsstand sales rose 6.9% and  
subscription sales fell 1.3% in all of '76 (S).)

SHANNON, MARTIN J

Wall Street Journal, Col. 5, Pg. 1  
Thursday April 28 1977

Chas Levy Circulating Co, a major distributor, repts that newsstand sales  
of magazines surpassed subscription sales in '76 2d half, for first  
time. Had predicted newsstand sales would not exceed subscription  
sales until '77 1st half. Notes newsstand sales rose 6.9% and  
subscription sales fell 1.3% in all of '76 (S).)...

11/3,K/23 (Item 4 from file: 475)

DIALOG(R)File 475:Wall Street Journal Abs  
(c) 2000 The New York Times. All rts. reserv.

01065103 NYT Sequence Number: 003757761028

Time Inc will increase advertising rates and subscription costs of its  
monthly magazine Money, effective with its January '77 issue. Will  
increase rate of black-and-white, full-page ad by 5% to \$7,170 from  
\$6,825. Will raise rate of 4-color, full-page ad by 6% to \$11,114 from  
\$10,485. Will charge \$11.95 for new subscription, up from \$9.75. Will  
increase newstand price by 25 cents to \$1.25, starting with Nov '76  
issue (S).)

Wall Street Journal, Col. 2, Pg. 43  
Thursday October 28 1976

Time Inc will increase advertising rates and subscription costs of its  
monthly magazine Money, effective with its January '77 issue. Will  
increase rate of black-and-white, full...

...ad by 6% to \$11,114 from \$10,485. Will charge \$11.95 for new  
subscription, up from \$9.75. Will increase newstand price by 25 cents  
to \$1.25, starting with Nov '76 issue (S).)...

11/3,K/24 (Item 5 from file: 475)

DIALOG(R)File 475:Wall Street Journal Abs  
(c) 2000 The New York Times. All rts. reserv.

01058512 NYT Sequence Number: 020100750218

Dow Jones & Co raises subscription and newsstand prices of Wall St  
Journal (S).)

Wall Street Journal, Col. 1, Pg. 3  
Tuesday February 18 1975

Dow Jones & Co raises subscription and newsstand prices Wall St  
Journal (S).....

11/3,K/25 (Item 6 from file: 475)  
DIALOG(R)File 475:Wall Street Journal Abs  
(c) 2000 The New York Times. All rts. reserv.

01039300 NYT Sequence Number: 000888751218  
Time Inc to raise newsstand price of its Money magazine from 75¢ to \$1  
per copy and introductory 1-yr subscription price 40¢ to \$9.75  
effective Jan 1 '76; raises its circulation-rate base to 650,000 from  
600,000 effective Apr 1 '76 and increases cost per 1000 7 1/2¢ for color  
ads and 5¢ for black and white (S))  
Wall Street Journal, Col. 2, Pg. 3  
Thursday December 18 1975

Time Inc to raise newsstand price of its Money magazine from 75¢ to \$1  
per copy and introductory 1-yr subscription price 40¢ to \$9.75  
effective Jan 1 '76; raises its circulation-rate base to...

11/3,K/26 (Item 7 from file: 475)  
DIALOG(R)File 475:Wall Street Journal Abs  
(c) 2000 The New York Times. All rts. reserv.

01033569 NYT Sequence Number: 020043740312  
Wall St Journal to raise newsstand price and subscription rates (S..)  
Wall Street Journal, Col. 2, Pg. 8  
Tuesday March 12 1974

Wall St Journal to raise newsstand price and subscription rates (S..)  
...

11/3,K/27 (Item 8 from file: 475)  
DIALOG(R)File 475:Wall Street Journal Abs  
(c) 2000 The New York Times. All rts. reserv.

01032154 NYT Sequence Number: 018628740401  
Wall St Journal raises newsstand and subscription prices (S..)  
Wall Street Journal, Col. 2, Pg. 3  
Monday April 1 1974

Wall St Journal raises newsstand and subscription prices (S..)...

Set	Items	Description
S1	145625	PERIODICAL? OR MAGAZINE? OR NEWSPAPER? OR JOURNAL? OR NEWS-LETTER? OR SERIAL? OR ZINE
S2	10500	SUBSCRIB? OR SUBSCRIPT?
S3	429437	CANCEL? OR END? OR STOP? OR TERMINAT?
S4	9442	POS OR POINT(2N)SALE? OR CASH()REGISTER? OR NEWSTAND? OR NEWSSTAND OR ECR OR BOOKSTORE?
S5	5366	BARCODE? OR BAR()CODE? OR SCANNER? OR SCANNED
S6	13943	(MULTIPL? OR SEVERAL? OR MANY OR PLURAL? OR NUMBER? OR QUANTITY?) (5N) (ISSUE? OR COPY OR COPIES OR S1)
S7	259	S1 AND S2 AND S4
S8	2	S7 AND S5 AND S3
S9	56	S7 AND S6
S10	24	S9 AND (S5 OR S3)
S11	26	S8 OR S10
S12	26	RD (unique items)
S13	23	S12 NOT PY>1997
S14	23	S13 NOT PD>970505

File 278:Microcomputer Software Guide 2000/May  
(c) 2000 Reed Elsevier Inc.

File 634:San Jose Mercury Jun 1985-2000/Jun 02  
(c) 2000 San Jose Mercury News

File 256:SoftBase:Reviews,Companies&Prods. 85-2000/May  
(c)2000 Info.Sources Inc

14/3,K/1 (Item 1 from file: 634)  
DIALOG(R)File 634:San Jose Mercury  
(c) 2000 San Jose Mercury News. All rts. reserv.

08853117

**FINANCIALLY GIFTED GIVE PHONE CARD, ONLINE ACCESS OR INVESTING BOOK**

San Jose Mercury News (SJ) - Wednesday, December 18, 1996

By: KATHY KRISTOF column

Edition: Morning Final Section: Getting Ahead Page: 3G

Word Count: 713

... shipping and handling. The guide touches on everything from reading daily stock tables in the **newspaper** to buying individual stocks and bonds, investing through mutual funds, and understanding pension investment choices...

... budgeting to buying life insurance and houses. The guide costs \$11 and is available in **bookstores**.

A cheapskate alternative: Mutual-fund giant T. Rowe Price - (800) 638-5660 - gives out a...

...t yet surfed the Web? You might consider giving him or her a few months' **subscription** to an online service. These services are now sold through virtually every major phone company...  
...investment.

A few cautions, however: Check for expiration dates, per-minute rates and customer service **numbers**. Some **issuers** of prepaid cards profit by making their cards 'expire' before anyone has a chance to...

... distance calling can vary dramatically, from about 20 cents per minute to nearly \$1. The **end** result, a \$5 card could give you anywhere from 5 minutes to 25 minutes of...

14/3,K/2 (Item 2 from file: 634)  
DIALOG(R)File 634:San Jose Mercury  
(c) 2000 San Jose Mercury News. All rts. reserv.

08673005

**LIVING IT UP . . . IN SHEER SIMPLICITY**

San Jose Mercury News (SJ) - Friday, June 21, 1996

By: LUCINDA CHRISS, SPECIAL TO THE MERCURY NEWS

Edition: Peninsula Section: Peninsula Living Page: 12

Word Count: 1,392

... history there have been many movements of people trying to scale back, particularly at the **end** of centuries," he continues. "It's a time for questioning and a breaking down what...

...old cars; eat a diet of mostly unprocessed grains, pasta and vegetables; and no longer **subscribe** to a **newspaper** or **many magazines**.

They think long and hard before making major purchases. And they consider the cost of...

... all night reading them. I even corresponded with Dacyczyn for awhile," Wyatt said.

(Dacyczyn's **newsletter** made her something of a celebrity. She's now wealthy, and plans to **stop** publishing the Gazette at the **end** of the year.)

Wyatt's first step toward simplicity was obvious: She cut up all...

... customers of her boyfriend, a wallpaper hanger. Wyatt always brings her lunch to work, never **stops** for coffee and a doughnut, and turns her



occasional dinners into a special occasion.

'I...

... been fun looking for things to do that don't cost anything, like lectures at **bookstores** .'

While Wyatt's doing fine without TV, her visitors are still adjusting. Her mother fidgets...World Wibe Web site) <http://www.best.com/piner/frugal.html>.

(box) Simple Living (quarterly **journal** ) \$14 for a one-year **subscription** ; write to Simple Living, 2319 N. 45th Street, Box 149, Seattle, WA 98103.

(box) Simplify...

14/3,K/3 (Item 3 from file: 634)  
DIALOG(R)File 634:San Jose Mercury  
(c) 2000 San Jose Mercury News. All rts. reserv.

08636228

**ACTION LINE: CLEARING HOUSE PUTS ISSUE TO REST, FINALLY**

San Jose Mercury News (SJ) - Wednesday, May 15, 1996

Edition: Morning Final Section: Living Page: 2E

Word Count: 552

**TEXT:**

Q Publishers Clearing House sends everyone a chance to become an overnight millionaire if certain **magazines** are purchased. The promotion allowed one to get one issue free to try. You could **cancel** and owe nothing. I ordered Time **Magazine** because my husband was interested in it. I filled out the order and sent it in hoping to become an instant millionaire. The **magazine** arrived. In the meantime, my husband passed away suddenly, so as soon as the first bill arrived, I returned it with a note to **cancel** . The **magazines** kept arriving and bills kept coming. I returned them with 'please **cancel** ' written all over the bills. I'm being billed \$11.96 with threats of turning...

... mailing just arrived from Publishers Clearing House with the same inducement: 'Try one of our **magazines** on the house.' Please get these people off my back.

- B. Powell, Santa Clara

A...

... Irving, senior manager of PCH consumer affairs, says the company never received any of your **cancellation** requests. He had no idea where they went. Irving says PCH does honor any requests received to **cancel** a **subscription** . He has **canceled** Time and removed all charges. He promises there'll be no adverse information on your credit history. Irving says to keep in mind that one never has to order any **magazines** to enter the PCH sweepstakes. In fact, he says, of the company's 22 winners...

... book that your readers helped track down. I've searched 'Books in Print' and numerous **bookstores** without success. As a child in the early '50s, my daughter had a favorite book...

...remedy

A hint to the Action Line reader (May 10) who complained about the postal **bar code** sticker attached by the U.S. Postal Service to the front of a postcard. To...

14/3,K/4 (Item 4 from file: 634)  
DIALOG(R)File 634:San Jose Mercury  
(c) 2000 San Jose Mercury News. All rts. reserv.

07748067

**NEW CROP OF COMPUTING MAGAZINES AIMS TO REACH USERS WHERE THEY LIVE  
MAGAZINE EXECUTIVES AGREE THAT THE TIME SEEMS RIGHT TO TAP INTO  
FAMILIES' GROWING INTERESTS IN COMPUTING.**

San Jose Mercury News (SJ) - Sunday, September 4, 1994

By: ELIZABETH SANGER, Newsday

Edition: Morning Final Section: Computing Page: 1E

Word Count: 713

**NEW CROP OF COMPUTING MAGAZINES AIMS TO REACH USERS WHERE THEY LIVE  
MAGAZINE EXECUTIVES AGREE THAT THE TIME SEEMS RIGHT TO TAP INTO  
FAMILIES' GROWING INTERESTS IN COMPUTING.**

TEXT:

**MAGAZINE** publishers hope to make computing a family affair.

For years, publishers of computer **magazines** have targeted business users, with technical publications filled with arcane jargon. But now there's interest in mainstream, easy-to-read **magazines** geared to adults and families using computers in their everyday lives. ... and Ziff-Davis' Computer Life, which hits newsstands Sept. 13 following an expensive launch.

Other **magazines** also are elbowing in.

In October, PC World and Child **magazine**, which are owned by separate companies, will run a 24-page editorial section called Smart...

... month, Scholastic will reintroduce Family Computing, which will be sent free to 1 million selected **subscribers** of its Parent & Child and Home Office Computing **magazines**.

Like other home computer **magazines** of its era, Family Computing was ahead of its time when it started in 1983...

... with most home computers being used for work, the publication became Home Office Computing.

But **magazine** executives now agree that, with somewhere between one-quarter and one-third of the nation...

... this was probably the most obvious opportunity," said Dan Schwartz, publisher of HomePC. "There were (**magazines**) for everybody other than the average American who likes computing and wants to get the...

... in January, Schwartz said, calling the growth "well beyond our wildest dreams."

To get the **magazine** into people's hands, CMP, a **magazine** publisher based in Manhasset, N.Y., slashed the **newsstand** price to 95 cents from \$2.95 for the first two issues.

When Ziff-Davis...

...Winebaum.

Family PC has the advantage of Disney's marketing muscle behind it. By the **end** of the year, 20 million **subscription** offers will be distributed to families, Winebaum said, including about half through the upcoming Snow ...

... to," said Ruth Stevens, vice president of marketing for its consumer media group.

So can **several magazines** in a new genre make it? Martin S. Walker, a Manhattan-based **magazine** consultant, thinks so. "How **many** fashion **magazines** and automotive **magazines** are there? Different **magazines** find different niches."

It may actually help that they're all debuting at once. When...

14/3,K/5 (Item 5 from file: 634)  
DIALOG(R)File 634:San Jose Mercury  
(c) 2000 San Jose Mercury News. All rts. reserv.

07248006

**K.C. NEWS IS HOT ITEM FOR JOE'S FANS**

San Jose Mercury News (SJ) - Saturday, September 4, 1993

By: LISA CHEN, Mercury News Staff Writer

Edition: Morning Final Section: Front Page: 1A

Word Count: 715

TEXT:

...in touch.

That's how much a copy of the Kansas City Star, the hometown **newspaper** of former San Francisco 49ers quarterback turned Kansas City Chief, will cost you at Mac...

...shelves behind the register.

No such treatment for the Star, the unofficial Joe Montana weekly **newsletter** for the Bay Area. The paper bumped off USA Today for a prominent spot on...

... rack, snuggled between the South China Morning Post and the Financial Times.

Unlike Kepler's **bookstore** in Menlo Park, which stocks the Sunday edition of the Star, Mac's will be...

...said Bel Sarto.

No one at the Emerson Street smoke shop seemed to know how **many copies** have been sold so far, but at last count on Thursday, there were 10 papers ...

... he expected the stories and sales to pick up when football season begins.

Set to **subscribe**

Gerald Borg, 51, of Morgan Hill, who **stopped** by the shop Thursday for a candy bar, said he was ready to start **subscribing** to the Star before he spotted the paper at Mac's.

Borg, who works in...

...seen in my lifetime."

As football season approaches, Mac's isn't the only local **newsstand** riding Joe fever.

Steve Gilbert, the manager of McCarthy's Depot **Newsstand** at the Cahill CalTrain station in San Jose, said he's been receiving an average...

... going on there -- the football news and stuff like that," said Gilbert, adding that the **newsstand** will start stocking the Missouri daily in a couple of weeks.

Some folks, however -- even...

14/3,K/6 (Item 6 from file: 634)  
DIALOG(R)File 634:San Jose Mercury  
(c) 2000 San Jose Mercury News. All rts. reserv.

07169077

**WITH A LITTLE RESEARCH, YOU'LL BE A BETTER BUYER**

San Jose Mercury News (SJ) - Thursday, June 17, 1993

By: HARRY WESSEL, Orlando Sentinel

Edition: Morning Final Section: Living Page: 5C

Word Count: 665

...Check out the library

Your best resource is the public library, which has indexes to **newspapers** and **magazines** -- most notably Readers' Guide to **Periodical Literature** -- that can steer you to articles on products you're interested in. More to...

... s Consumers Index, which is updated every three months and keeps track of dozens of **magazines** and **periodicals** that evaluate products and services.

The best known of those **magazines** is Consumer Reports, highly regarded for its objectivity because it accepts no advertising. Consumers Digest... comparing products, though it's wise to cross-check information. For example, Wall said, if **several** car **magazines** give similar assessments of a particular car, it's a good bet you can trust...

...information.

One drawback to library indexes is that they don't include the very latest **magazine** articles. The latest issue of Consumers Index, for example, covers the first three months of...

...be in the next issue, which won't reach libraries until late August.

Try newsstands, **bookstores**

Wall suggested visiting a **newsstand** or **bookstore** and looking at the specialty **magazines** that cover the product you are considering. Information on electronics equipment, cameras, cars, boats, fitness...

... will help you ask better questions and cut through some of the sales fog.

One **magazine** you won't find at the stand is Consumers' Research, although it's available at the library and through **subscription**. It **stopped** doing product testing 10 years ago, but, like Consumer Reports, it accepts no advertising and...

... the research is worth the trouble, that all depends. Peter Spencer, editor of Consumers' Research **magazine**, pointed out that **many** consumers who skip their homework and put their trust in a reputable store or mail...

14/3,K/7 (Item 7 from file: 634)

DIALOG(R)File 634:San Jose Mercury

(c) 2000 San Jose Mercury News. All rts. reserv.

06849018

**THE BAY AREA'S BEST BARGAIN HUNTER HER FULL-TIME JOB IS SHOPPING, AND SALLY SOCOLICH NEVER MISSES A SALE, WAREHOUSE, OUTLET STORE...**

San Jose Mercury News (SJ) - Monday, December 14, 1992

By: MARK SCHWANHAUSSER, Mercury News Staff Writer

Edition: Morning Final Section: Business Monday Page: 1E

Word Count: 1,735

...dreamed of in the late '60s, when she and her husband were struggling to make **ends** meet. He was applying to grad school at Stanford, and she unexpectedly became pregnant with...

... to retailers and her "spies," filing her notes into her computer and

working on her **newsletter** , "Bargain Hunter's Hotline" which she publishes nine times a year.

If she's on...

... Colt Vista through territory that stretches from Calistoga to Folsom to Pacific Grove, poring over **newspapers** in search of advertisers that might warrant a visit, comparing prices and prowling for good...

... stores, factory outlets, warehouse clubs, manufacturing plants, just about anywhere someone can plug in a **cash register** .

On this day of bargain hunting, Socolich sticks closer to her modest ranch-style home...

... she's facing the holidays and deadlines loom on a broadcast report and her January **newsletter** .

Discounts on candles

Her first **stop** is Firelight Glass in Emeryville, a destination picked for two reasons. First, she wants to...

...And if not," Socolich quips, "you don't need them as friends."

Socolich's second **stop** is the Oakland warehouse for Stacks & Stacks, a small chain of discount stores in the...

... set he bought from a manufacturer who needed to unload 800 sets after Pottery Barn **canceled** an order. He says because his stores have everyday low prices, he can't afford... San Leandro, a unusual shopping center because it has factory outlets in a metropolitan setting. **Stopping** first at the Designer/Brands Accessories outlet, she confirms it is much like the one...

...trip

For Socolich, the highlight of her day comes at Talbot's, which she visits **periodically** . This trip, however, her mind isn't on research. Rather, she thumbs through the racks...

...INTERESTED

"Bargain Hunting in the Bay Area" (\$11.95, Wingbow Press) is available at most **bookstores** . To **subscribe** to the **newsletter** , Bargain Hunter's Hotline, send an \$18 check to P.O. Box 144, Moraga, Calif. 94556. Discounts for **multiple subscriptions** and **copies** of the book are available.

CAPTION:

... out the bean bags at Stacks & Stacks in Oakland, doing research for her bargain-shopping **newsletter** . (color)

PHOTO: RICHARD WISDOM -- MERCURY NEWS

Sally Socolich looks over marked-down oil candles with...

14/3,K/8 (Item 8 from file: 634)

DIALOG(R)File 634:San Jose Mercury

(c) 2000 San Jose Mercury News. All rts. reserv.

06659133

**YES, THERE ARE TWO SIDES TO BELFAST, BUT ALTOGETHER THIS THRIVING CITY HAS COMPLEX HISTORY, SHARP HUMOR, CLASSY HOTELS -- AND IS SAFE FOR TOURISTS A DIVIDED CITY**

San Jose Mercury News (SJ) - Sunday, June 7, 1992

By: JOHN CONROY

Edition: Morning Final Section: Travel Page: 1T

Word Count: 2,739

MEMO:

Additional information attached to the **end** of this article

John Conroy received an Alicia Patterson Fellowship in 1987 to write the...

... a new book on a grant from the MacArthur Foundation. His work has appeared in **many newspapers**, including the New York Times, the Washington Post and the Chicago Reader, where he is...

...meaning they had been to a pub. A third party assessed the sanity of a **journalist**: "He has a slate off and one sliding." Later an insult was hurled: "Your head..."

...which was followed by the threat, "I'll warm your ears."

John Pepper, a Belfast **journalist**, has been collecting samples of Northern Irish speech and behavior for years, and some of...

... be Protestant. Once you get comfortable, you'll be able to guess religions by the **newspaper** someone carries, by the soccer team they root for, by the bus they ride.

Permanent... Sebastopol Street, is the headquarters of Sinn Fein, the IRA's political wing, housing a **bookstore** full of volumes favorable to the cause, and about a mile up the road is Milltown Cemetery, a required **stop** for anyone who wants to understand why this conflict **endures**.

Death as a fact of life

First, it must be understood that the Irish have...  
...death, and for the Northern Irish, the fascination borders on obsession. In most U.S. **newspapers**, the obituaries are buried in the back pages. In the Irish News, Belfast's Catholic...

... the dead person directly, seeming to betray a belief that the deceased is still a **subscriber**.

At the same time, there is something non-threatening about death. Milltown Cemetery is the...next to the Harland and Wolff shipyard. Their clientele is made up of social workers, **journalists**, artists, musicians and other assorted and sometimes unorthodox professionals. Traditional Irish musicians tend to favor...

14/3,K/9 (Item 9 from file: 634)  
DIALOG(R) File 634:San Jose Mercury  
(c) 2000 San Jose Mercury News. All rts. reserv.

06578272

#### OLD-TIMEY LOG HOMES BUILDING IN POPULARITY

San Jose Mercury News (SJ) - Wednesday, March 18, 1992  
By: GENE AUSTIN, Knight-Ridder Newspapers  
Edition: Peninsula/Am Section: Peninsula Home Page: 3  
Word Count: 820

...homes can cost less than \$50,000.

"The sky's the limit" at the upper **end**, according to Mike Youndt, business manager of Mountaineer Log Homes of Downingtown, Pa.

Typical new...

...percent have six or more rooms.

Tom Kupferer of St. Louis-based Log Home Living **magazine** conducts about 40 seminars a year in various cities, demonstrating the design and construction of...

... their products. A good way to get names of manufacturers is to buy one of **several** log-home guides or **magazines**, such as Log Home Living, which are sold at many **bookstores** and **newstands**.

Log Home Living, published every two months, includes an annual buyer's guide in its December-January issue. For information on **subscriptions** or the buyer's guide, call (800) 826-3893.

14/3,K/10 (Item 10 from file: 634)  
DIALOG(R)File 634:San Jose Mercury  
(c) 2000 San Jose Mercury News. All rts. reserv.

06536106

**CHECKBOOK MAGAZINE AT NUMBER OF PLACES**

San Jose Mercury News (SJ) - Wednesday, February 5, 1992  
Edition: Morning Final Section: Living Page: 7D  
Word Count: 502

**CHECKBOOK MAGAZINE AT NUMBER OF PLACES**

**TEXT:**

... column in the Mercury News Home section Nov. 9, he said Bay Area Consumers' Checkbook **magazine** would rate area roofing contractors in an issue that would be at newsstands about Dec. 15. In the last two weeks, I have contacted eight stores with **magazine** stands, and none has it, although two clerks said they had had other inquiries. Where...

A Check local newsstands now. Checkbook also should be in **magazine** racks at Crown, B. Dalton and Walden **bookstores**, says Bay Area Consumers spokeswoman Brooke Bessert. You also can send a \$7.95 check for a single copy -- or a \$25 check for a two-year **subscription** that includes the Bargains publication on shopping tips -- to Bay Area Consumers' Checkbook, 806 15th St. N.W., Suite 920, Washington, D.C. 20005. The **magazine**, issued twice a year, was scheduled to be out in December or early January, but...

...s Digest has refused to accept my non-answer as a refusal to renew its **magazine**. Reader's Digest continues to high-pressure me by mailing letters asking me to **subscribe**. Just the other week, I was mailed a copy of the **magazine** because Reader's Digest was sure I had overlooked my renewal of the **subscription**. I am simply not interested and would like this high pressure to **stop**.

-- Mrs. A. Gutto, San Jose

A The mailings will **stop**, says Lois Temple with Reader's Digest. Temple has removed your name from the list...  
... of an account showing the charges and payments, so I could compare it with my **canceled** checks. Someone called and promised to send it. Nothing arrived, and I wrote again. This...

14/3,K/11 (Item 11 from file: 634)  
DIALOG(R)File 634:San Jose Mercury  
(c) 2000 San Jose Mercury News. All rts. reserv.

05782182

**ONE- STOP SHOPPING FOR EARTHQUAKE KIT**

SAN JOSE MERCURY NEWS (SJ) - Monday, October 8, 1990  
Edition: Morning Final Section: Living Page: 14B  
Word Count: 449

**ONE- STOP SHOPPING FOR EARTHQUAKE KIT**

**TEXT:**

... trips to a grocery store, a hardware store, a sporting-goods or camping store, a **bookstore** and a map store to get even part of what was needed to

prepare for...

...can call at (202) 606-0137.

Gentlemanly thing to do Q Despite having written the **magazine** **many** times, I have not succeeded yet in getting my son his Christmas gift **subscription** to Gentlemen's Quarterly. I even tried writing the president, and he never had the...

...Primuth, Sunnyvale

A We helped GQ rev up its engines and start your son's **subscription**. He's received all the back issues he was entitled to, and the **subscription** has been extended for six months because of the problems.

14/3,K/12 (Item 12 from file: 634)  
DIALOG(R)File 634:San Jose Mercury  
(c) 2000 San Jose Mercury News. All rts. reserv.

05578156

**BOOKS-ON-TAPE SALES TO HIT NEW HIGH**  
SAN JOSE MERCURY NEWS (SJ) - Sunday, March 18, 1990  
By: TOM BLACKBURN, Cox News Service  
Edition: Morning Final Section: Arts & Books Page: 24  
Word Count: 669

TEXT:

STARVIN' Marvin's truck **stop** in Yeehaw Junction, Fla., sells best-selling books on audio tape.

That's not a...

...this year, according to analysts.

Publishers are pushing to get books on tape into truck **stops**, airports, video stores and convenience stores. So far, tapes have been sold mainly through mail order and **bookstores** because the parent companies tend to be publishers who know how to sell to **bookstores**.

Industry's beginnings

The first audio tapes were produced by entrepreneurs, few of whom survived ...

... Inc., a Maryland company that rents unabridged readings of classics to about 20,000 mail **subscribers**.

The publishers didn't know what to do when the first entrepreneurs asked them for...

...a long way from rivaling books. If a book sells 300,000 to 500,000 **copies**, best-seller **numbers**, the best-selling tape will sell 35,000 to 50,000, Sheldon said.

The tape...

... after its slow start, and its future is wide open. Publishers Weekly, the book trade **journal**, didn't carry regular reviews of tapes until September 1988. Last month, it published a...

14/3,K/13 (Item 13 from file: 634)  
DIALOG(R)File 634:San Jose Mercury  
(c) 2000 San Jose Mercury News. All rts. reserv.

05101442

**WITHOUT MS., IT'S BACK TO RECIPES AND CROCHETING**  
SAN JOSE MERCURY NEWS (SJ) - Friday, December 8, 1989



By: By RHETA GRIMSLEY JOHNSON  
Edition: Morning Final Section: Editorial Page: 7B  
Word Count: 667

TEXT:

IT cannot be true Sally Field was on the cover of every women's **magazine** in America last month.

It just seemed that way, because Sally -- through no real fault...

When I read recently about the demise of Ms. **magazine** -- actually, it was "suspended," but we all know what that publishing euphemism means -- it was ...

...and the gang, if you were a woman you had to admit the libber's **journal** was an alternative to the rest of the **magazines** aimed (as in powerful weapons) at women.

For one thing, through the years it offered...

...but there are other interesting women.)

The loss of Ms. leaves a void at the **newsstand** .

There were 550,000 **subscribers** when the **magazine** ceased publication two months ago. At least that many people agreed Ms. was not as...

...of women and men, too, -- still read it.

The shocking revelation that came with its **end** was this: In 17 years, Ms. never made a profit.

**Magazines** don't make their money back through **subscriptions** ; they make money through advertisements. And, my best guess is mostly men are in charge...

...of humor lately, which it needed, which the movement needs.

But I went to the **newsstand** today, just to see what's left for women, if you are willing, as the **magazine** industry does, to accept "women" as a specialty audience.

All but one of the **magazines** I saw had been on the grocery shelves since I could remember. They might have...

... and offers "150 easy & festive recipes to help you really celebrate the holidays!"

There were **many** other **magazines** for women on the stand, every one of them aiming at our looks, our houses...

DESCRIPTORS: WOMEN; RIGHT; **PERIODICAL** ; **END** ; OPINION

14/3,K/14 (Item 14 from file: 634)  
DIALOG(R)File 634:San Jose Mercury  
(c) 2000 San Jose Mercury News. All rts. reserv.

05052318

**MELLOW FELLOWS STRESS EXPERTS HAVE THEIR TROUBLES, TOO. BUT THEY ALSO HAVE SOME SECRET WAYS OF PUTTING DOWN THE BODY'S INSURRECTION WHEN THINGS GET TO BE JUST TOO MUCH.**

SAN JOSE MERCURY NEWS (SJ) - Sunday, July 2, 1989

By: MICHAEL CASTLEMAN,

Edition: Morning Final Section: West Page: 18

Word Count: 4497

MEMO:

MICHAEL CASTLEMAN is the editor of Medical Self-Care **magazine** . His last

article for West was on cures.

See also related story on page...

TEXT:

... MAKE MY LIVING EDITING WHAT one reviewer recently called "'the nation's most trusted health **magazine**," Medical Self-Care, up in scenic Point Reyes. Perhaps you've heard of it.

But if you think health **magazines** are all bran muffins and four-hour massages by nubile editorial assistants with names like Tiffany and Aphrodite, forget it. This business is like quicksand: too **many magazines** competing for too few **newsstand** spots, with every publisher sending glitzier, costlier **subscription** pitches to the same basic pool of upscale potential **subscribers**.

... with "'friendly'" and "'hostile'" buyout offers duking it out over the fax machines, and the **magazine**'s fate in the balance. It's been wild, and for me, quite stressful.

Medical...

... their seats. They were like runners straining at the starting blocks, but the race never **ended**. They ran and ran and kept running--until their hearts gave out.

Friedman and Rosenman...

...out Type-As to the laid-back side of life:

(check) Listen to your spouse. **Stop** arguing with requests to slow down.

(check) The next time you see someone doing a...a lot of sense. It helped me separate the wheat from the chaff in my **magazine**'s unfolding drama. But Meyer Friedman could be my grandfather. I needed to speak with ...

... he was the medical correspondent on KNTV (Ch. 11) and a frequent guest on Hour **Magazine**, a nationally syndicated TV program. He also spends a good deal of time taking care...causes our problems. . . . If I sit down and tell myself that my life is an **endless** litany of problems and tragedies, all I can do is get depressed--and significantly increase... accurate personal stress inventory.

"'All the 'Rate Your Stress' quizzes you see in the popular **magazines** are too simplistic,'" Orioli said. "'They treat stress like some kind of disease. If you...

... part of life. Its effects occur along a continuum. There are certainly negatives at one **end**, but there's a positive side to stress as well: passion, excitement, determination, thrills. Without...and centered.'"

She's also weaned herself from the news. "'I used to read three **newspapers** a day and watch the 11 o'clock news every night. But most news is...

... powerless to change. Feeling powerless is a real negative stressor for me, so I've **stopped** being so news-focused. I believe in being reasonably well-informed, so I still read one **newspaper** a day, but that's all.'"

Orioli also has her toy dinosaur collection. "'I don...

...stuff.'"

Epilogue

THINGS HAVE SMOOTHED OUT at Medical Self-Care. The friendly buyer

purchased the **magazine** April, and we're looking forward to a relaunch this summer. Meanwhile, our former...

... see everyday demands in a five-year perspective. When a sticking point developed in our **magazine** -sale negotiations and things got a bit tense, I realized I wouldn't care about...

DESCRIPTORS: BEHAVIOR; CHANGE; PROFESSIONAL; PROFILE; GUIDELINE;  
PERIODICAL

14/3,K/15 (Item 15 from file: 634)

DIALOG(R)File 634:San Jose Mercury

(c) 2000 San Jose Mercury News. All rts. reserv.

05007111

**AN ALL-TOO-REAL HORROR STORY SET IN SAN JOSE**

SAN JOSE MERCURY NEWS (SJ) - Thursday, January 26, 1989

By: Leigh Weimers column

Edition: Morning Final Section: Living Page: 1E

Word Count: 641

TEXT:

...sweats, which I'll get for her. And she has a new shopping cart.'' Happy ending ? Not really, for Cannon still sleeps on the streets by choice. She has her freedom...

...s serving in South Carolina, won't be eligible for parole until 1992 . .  
. San Jose **magazine** 's plan to double the **number** of its February **copies** to 6,000, reported here Wednesday, refers to **newsstand** sales only. Counting **subscriptions** , the mag hopes to sell 19,000 copies next month. ONLY IN CALIFORNIA -- Spotted on...

14/3,K/16 (Item 16 from file: 634)

DIALOG(R)File 634:San Jose Mercury

(c) 2000 San Jose Mercury News. All rts. reserv.

04584497

**CULTIVATING THE CUTTING EDGE INSIDE LITERARY JOURNALS**

SAN JOSE MERCURY NEWS (SJ) - Sunday, October 23, 1988

By: Denis Collins column

Edition: Morning Final Section: Arts & Books Page: 20

Word Count: 979

**CULTIVATING THE CUTTING EDGE INSIDE LITERARY JOURNALS**

TEXT:

VICTOR Martinez sits in the Phoenix **bookstore** in San Jose and reads his poem in a voice that sounds like gravel sliding...

...Zyzyva read from their works. The reading was billed as a ''publication party'' for the **magazine** founded four years ago. Even after 15 issues, and the praise of critics from the...

...each new issue is a cause for celebration.

''It's easy to start a literary **magazine** . The trick is to sustain it,'' says Junker, a former writer, carpenter and schoolteacher who supported himself on unemployment checks and savings during the **magazine** 's first year. ''It's like life itself. If you knew how hard it would be, you'd stay a kid. And a lot of people do.''

**Many literary journals**

Zyzyva, which advertises itself as ''the last word: west coast writers & artists'' (zyzyva, a tropical...

... primarily West Coast artists. It is the best looking of more than a dozen literary **journals** in the Bay Area. Independent or university supported, published monthly, quarterly or bi-annually -- the publications are as varied as their names: Poetics **Journal**, Vanishing Cab, Cow in the Road, Sequoia, Five Fingers Review, Transfer, Hambone, Quarry West, Threepenny...

...radically different visions of art and a struggle for survival.

'The people who start these **magazines** all have an editorial vision. But a lot of them lack business sense,' says Beth O'Rourke, assistant director of the 21-year-old Coordinating Council of Literary **Magazines** in New York. The trade organization estimates there are 1,000 fiction and poetry **journals** in the United States with a **subscription** base of at least 500. The largest is the American Poetry Review with 20,000.

Literary **journals** have been getting a lot of attention recently, says O'Rourke, in spite of, perhaps...

... emerging writers . . . they're going to find them in Zyzzyva or Threepenny or Shenandoah, the **magazines** on the cutting edge of the publishing world,' says O'Rourke.

A few of the large publishing houses have started their own **journals**. Random House publishes The Quarterly. Penguin Books has its British-flavored quarterly, Granta. Conjunctions, which...  
... as of this month by MacMillan. Those houses have helped transform the genre of literary **journals**. With a few exceptions, such as the Paris Review and the Hudson Review, the **journals** in the 1960s and 1970s were low-budget, cheaply printed, underground publications. Today's **journals** are more likely to be slick, beautifully reproduced **magazines**, such as Zyzzyva and Threepenny Review, that devote a healthy amount of space to paid...

... says her ability to cut costs and sell ad space has contributed greatly to the **magazine**'s longevity.

'There have always been a lot of **journals**,' Lesser says. 'The difference is now they are run on a slightly more businesslike basis.' And according to Len Fulton, who publishes 'The International Directory of Little **Magazines** & Small Presses,' the average lifespan of a literary **magazine** has increased from 3 1/2 years in 1967 to seven years in 1987.

Junker...

...of Zyzzyva's 100-plus-page issues. 'We have the best advertising of any little **magazine** in the country. Ever. In the history of little **magazines**,' Junker says. 'I like dealing with advertisers. I consider those people friends. It's not...

... described as a 'boyish' smile, has secured grants from, among others, Pacific Telesis, the National **Endowment** for the Arts and the Zellerbach Family Fund. The **magazine** has rent-free office space and some volunteer editorial help. But with a circulation of...

DESCRIPTORS: SAN-FRANCISCO; WRITING; REVIEW; **PERIODICAL**

14/3,K/17 (Item 17 from file: 634)  
DIALOG(R)File 634:San Jose Mercury  
(c) 2000 San Jose Mercury News. All rts. reserv.

04522998

READ ALL ABOUT IT INSTEAD OF REPLACING PAPER, PERSONAL COMPUTERS SPAWNED A  
MAJOR PUBLISHING INDUSTRY

SAN JOSE MERCURY NEWS (SJ) - Sunday, March 20, 1988  
By: JIM BARTIMO, Mercury News Computing Editor  
Edition: Morning Final Section: Computing Page: 1H

14/3,K/18 (Item 18 from file: 634)  
DIALOG(R)File 634:San Jose Mercury  
(c) 2000 San Jose Mercury News. All rts. reserv.

04082327

MAGAZINES **BATTLE INCREASINGLY FOR UPSCALE MARKET**  
SAN JOSE MERCURY NEWS (SJ) - Sunday, October 18, 1987  
By: CHART New York Times  
Edition: Morning Final Section: Business Page: 3E  
Word Count: 1106

MAGAZINES **BATTLE INCREASINGLY FOR UPSCALE MARKET**

TEXT:

...have never been more popular.

In the last five years they have been wooed by **magazines** ranging from an American version of Elle, the French fashion monthly, to New York Woman ...

But now the publishers that have been flooding the market with these slick **magazines** are making what appears to be a not-so-startling discovery: Their target audience may...

... s editor, Tina Brown, put it, 'The affluent, upscale market is being blitzed by too **many** publications.'

Although **magazine** advertiser spending has been virtually flat for about three years, publishers and entrepreneurs are still...

... incomes of at least \$35,000 and generally much more. There are 538 notable consumer **magazines** today, up from 336 in 1975, according to the Audit Bureau of Circulation, and 'a...

...trade publication.

Laurel Cutler, vice chairman of FCB-Leber Katz Partners, an advertising agency, said: '**Magazines** used to be positioned for everybody,' but not anymore. 'All the growth is at the top **end**.'

'You really can't be as vulgar as to publish a **magazine** called 'Rich,' ' she said. 'But there is a **magazine** called 'Millionaires.' '

One factor that has produced more new publications is the relatively reasonable cost...

... the field. For those seeking the glamour and excitement of owning a communications property, a **magazine** by today's standards is still a bargain.

While major **magazine** companies have spent tens of millions of dollars to begin new publications, ambitious individuals can still bring out **magazines** for less than \$10 million -- and even \$5 million. By comparison, it generally costs at least \$10 million to buy a small daily **newspaper**, and probably far more than \$100 million to buy a television station. Even the average...

... reintroduce Vanity Fair in 1983. But Herbert Lipson, the owner of Philadelphia, Atlanta and Boston **magazines**, said he had spent about \$8 million on Manhattan,inc., which he started in 1984.

When Judy Price founded Avenue, the highly successful **magazine** for the super-rich, more than a decade ago, The New Yorker, Gourmet and Town & Country were the major **magazines** for the wealthy, she said. 'Today,'

...

Scene Jan. 1987 A fashion **magazine**

focusing on beauty and style.

...

Taxi Aug. 1986 A fashion **magazine** aimed at affluent women.

...

Vanity Fair March 1983 Reintroduction of a general-interest, stylish **magazine** .

...

Source: New York Times

Mercury News

DESCRIPTORS: **PERIODICAL** ; **CHART**

14/3,K/19 (Item 19 from file: 634)  
DIALOG(R)File 634:San Jose Mercury  
(c) 2000 San Jose Mercury News. All rts. reserv.

04006928

**MAGAZINE SWEEPSTAKES JACKPOTS GET JUICIER EVERY YEAR**  
SAN JOSE MERCURY NEWS (SJ) - Sunday, January 25, 1987  
By: Stamford Advocate  
Edition: Morning Final Section: Business Page: 2E  
Word Count: 687

**MAGAZINE SWEEPSTAKES JACKPOTS GET JUICIER EVERY YEAR**

... the country. The multimillion-dollar prizes grab all the attention, the television time, and celebrity **endorsements** , but the prizes are merely the lure for what is inside. The 100 or so **magazine** stamps that spill out of the envelope -- along with the letter from Ed McMahon, the...

... Publishers are trying to sell Time, Newsweek, Esquire, McCall's and a host of other **magazines** .

In fact, nearly every U.S. consumer **magazine** publisher employs one or more of these **magazine** circulation agencies to attract **subscribers** .

'It's better than giving away calculators or clocks,' says Dan McNamee, a New York-based **magazine** industry consultant. 'The folks out there in middle America love the sweepstakes.'

They sure do...

... may enter sweepstakes in a given year. Although sweepstakes entry does not require purchasing a **magazine subscription** , as **many** as 36 million people will place an order this year.

'It's the same reason...

...Publishers.

Circulation agencies have replaced the door-to-door salesman as a way of hawking **subscriptions** to a broad sector of the public, and are the largest source of **subscribers** other than the publications' own mailings. The four largest agencies -- Publisher's Clearing House, American Family Publishers, **Magazine Marketplace** and Great American **Magazines** -- send

out some 400 million sweepstakes offers a year. Smaller agencies and the **magazines** themselves make another 200 million sweepstakes offers.

"Sweepstakes have a large psychological draw. They work for almost any type of **magazine**," says Bernard Lacy, vice president for circulation at CBS **Magazines**. CBS, publisher of Field & Stream, Popular Photography and 18 other titles, promotes all of its **magazines** via the stamp sheets.

Although some advertisers wonder whether sweepstakes-happy **subscribers** will stick with a **magazine**, it is hard for **magazine** publishers to resist using sweepstakes to build circulation. A sweepstakes offer can double or triple...

...consultant McNamee. Not only that, but the circulation agencies do all the work of attracting **subscribers**.

"There's no risk, no expense, no management time, no upfront money on the part of the publication," says Dan Capell, publisher of Capell's Circulation Report, an industry **newsletter**.

The agencies may do all the work, but they also take most of the profits: up to 85 percent of the **subscription** price may go to the agency as commission.

So what is in it for the **magazine**? Two things: The rates **magazines** charge advertisers are based on circulation, and the agencies' mass mailings can help boost the numbers. (This can be a particular boon to smaller **magazines**, which generally cannot afford to mail to 100 million or so potential readers).

**Subscribers** like sweepstakes so much that some will just wait to renew through Publisher's Clearing...

...for Reader's Digest, which has given away more than \$37 million since 1962.

Slumping **magazine** sales are another reason why sweepstakes are so popular among publishers, says Richard Lynch, general...

...division of Darien-based Marketing Corp. of America. "It's been a tough period for **magazines**. Advertising has been soft, and **newsstand** sales have been soft. It all means it's very competitive out there getting **subscribers**."

DESCRIPTORS: **PERIODICAL**; GAMBLING; AWARD; INCREASE

14/3,K/20 (Item 20 from file: 634)

DIALOG(R)File 634:San Jose Mercury

(c) 2000 San Jose Mercury News. All rts. reserv.

03581950

#### **PORN INDUSTRY IS MIRED IN BUSINESS SLUMP**

SAN JOSE MERCURY NEWS (SJ) - Sunday, October 12, 1986

By: NICHOLAS D. KRISTOF, New York Times

Edition: Morning Final Section: Business Page: 1C

Word Count: 1322

#### TEXT:

Walk into an "adult" **bookstore** almost anywhere in the country, and you see piles of **magazines**: "Orgy," "Consenting Adults," "Insatiates," to name a few of the more demure titles. There are...

...years, at least half of the nation's adult movie theaters have closed down. Playboy **Magazine**'s circulation has tumbled, and its cable television channel is losing **subscribers**. Its female counterpart, Playgirl **Magazine**, is reorganizing its finances in Chapter 11 bankruptcy proceedings.

Even sales of X-rated videos...

...not to soar -- and any gain will probably be at the expense of X-rated **magazines**.

The pornography industry's plight is due partly to legal challenges, political pressures and even...

... little help from the Reagan administration, an unlikely alliance of conservatives and feminists has persuaded **many** retailers to **stop** carrying adult **magazines** and videos.

The Reagan-appointed Meese Commission, headed by Attorney General Edwin Meese 3d, has...

... The stores, which once paid producers \$90 for an adult video, now pay around \$40.

**Magazines** have suffered a similar fate. The circulations of Penthouse, Playboy, Gallery, Oui and other mainstream men's **magazines** have all dropped sharply since 1980, and seem still to be headed down. In July...

... advertising rates by 17 percent, effective with the November issue. The more sexually explicit Hustler **Magazine** has declined in circulation, from 1.9 million a decade ago to 800,000 today -- and holds on to **many** of those readers, the **magazine** concedes, because of its reviews of X-rated videos. Playgirl **Magazine** got off to a spectacularly successful start in 1973 with photographs of nude men, but circulation since then has fallen 60 percent, to 575,000 last year.

Some of the **magazines**' problems come from Washington. In the past 18 months, more than 17,000 stores have **stopped** carrying sex **magazines**. About half of those stores succumbed to pressure, including picketing, from an unlikely combination of...programming for its cable channel but, as with many pay-cable services, the number of **subscribers** has fallen: it dropped to 633,000 at the **end** of June, from 753,000 a year earlier. Playboy's 25 video cassettes, such as...

... margins are very thin. Playboy Enterprises lost \$62 million in its 1986 fiscal year, which **ended** June 30, including a \$7.2 million loss in its video division.

Video, along with...

... videos in stock. "There will always be controversy surrounding pornography," said Paul Fishbein, the trade **magazine**'s president. "There will always be pornography."...

14/3,K/21 (Item 21 from file: 634)

DIALOG(R) File 634:San Jose Mercury

(c) 2000 San Jose Mercury News. All rts. reserv.

03558112

**PLAYBOY TRIMS ITS AD RATE BASE**

SAN JOSE MERCURY NEWS (SJ) - Friday, July 25, 1986

By: Chicago Tribune

Edition: Home Section: Business Page: 23E

Word Count: 232

TEXT:

With its **newsstand** sales battered by a weak marketplace and under attack by antipornography crusaders, Playboy **magazine** said that it is lowering its advertiser rate base to 3.4 million from 4...

... in nearly three years that Playboy has reduced its rate base, the circulation level a **magazine** guarantees to its advertisers. In October 1983, Playboy lowered its base to 4.1 million...



Christie Hefner, president of Playboy Enterprises Inc., Chicago-based parent of the adult **magazine**, said the rate-base decline reflected 'the industry-wide slump in **newsstand** sales for nearly all **magazines** combined with an attempt by the Attorney General's Commission on Pornography to intimidate convenience and drug store chains into not selling adult **magazines**.'

Playboy has charged that **several** chains **stopped** selling Playboy and other adult **magazines** after receiving a letter from the commission's executive director.

The letter mentioned testimony before...

... member of a religious fundamentalist group who claimed that there was a link between such **magazines** and sexual violence and who alleged the retailers were purveyors of pornography.

Hefner noted that...

...the commission's recently released report.

Playboy spokesman David Salyers that the number of Playboy **subscribers** has remained constant at about 2.5 million.

The new rate base will mean lower...

DESCRIPTORS: SEX; **PERIODICAL** ; ADVERTISING

14/3,K/22 (Item 22 from file: 634)  
DIALOG(R) File 634:San Jose Mercury  
(c) 2000 San Jose Mercury News. All rts. reserv.

03548739

**ADULT' MAGAZINES TAKEN OFF SHELVES STORES RESPOND TO COMMISSION REPORT, PICKETING, CHANGING SEXUAL ATTITUDES**  
SAN JOSE MERCURY NEWS (SJ) - Saturday, June 21, 1986  
By: MATTHEW L. WALD, New York Times  
Edition: Morning Final Section: Religion & Ethics Page: 13C  
Word Count: 983

**ADULT' MAGAZINES TAKEN OFF SHELVES STORES RESPOND TO COMMISSION REPORT, PICKETING, CHANGING SEXUAL ATTITUDES**

TEXT:

MORE than 8,000 convenience stores around the country have removed 'adult' **magazines** from their shelves since the beginning of the year, according to distributors, and the **magazines** ' sales are suffering.

Some drugstore and convenience store chains removed the **magazines** after they were told in letters from a commission formed by Attorney General Edwin Meese...

... in Tupelo, Miss., which organized picketing at hundreds of convenience stores last week, said the **number** of outlets selling adult **magazines** had fallen by 20,000 over the past three years.

Bob Guccione, the editor and publisher of Penthouse **magazine**, recently said, 'We're out of something upward of 15,000 outlets.'

The industry, with...

... the Attorney General's Commission on Pornography to bar it from discouraging the retailing of **magazines** whose sales are protected by law. But the industry is losing ground against what some...

...Court, and thus could not legally be banned.

The trend toward limiting outlets for adult **magazines** has produced

protests from publishers, contributors and some civil liberties.

'We see it as a...

...movement, he pointed out.  
Growing trend

The trend has accelerated this year. Playboy and Penthouse **magazines** were removed from about 4,500 7-Eleven convenience stores owned by the Southland Corp...

...was the result of the popularity of videocassettes and cable television, adding that as outlets **stopped** selling his **magazine**, half the circulation would be regained immediately through sales at competing stores, and much of...

... 94 percent to 96 percent of Penthouse's monthly sales of 3.3 million were **newsstand** sales.

Playboy sales

Playboy's **newsstand** sales of 1.6 million a month have not been reduced, according to David D. Salyers, a spokesman for the **magazine**. Playboy also sells 2.5 million copies a month in **subscriptions**, he said.

But most of the adult **magazines** circulate almost entirely through **newsstand** sales. For example, Gallery **Magazine** sells 900,000 copies a month, according to Michael A. Dillon, its circulation director, and its **newsstand** sales, which make up 90 percent of the total, are down 3 percent. 'In the last month alone, we have had over 1,000 inquiries about **subscriptions**, from people stating they could not find a copy on the **newsstand**, or wherever they were shopping,' Dillon said.

Public view unclear

The extent of public support...

... April. It found that while less than 15 percent of the customers had bought the **magazines**, 84 percent had no objection to their being sold, according to Ray Cox, senior vice...

...link between violence and pornography.

The Lawsons Milk Co. of Cuyahoga Falls, Ohio, withdrew adult **magazines** from its nearly 700 stores in Ohio, Pennsylvania, Michigan and Indiana and conducted a vote...

... of times a customer could vote on the question, 'Should Lawsons continue to sell adult **magazines** in its stores?' The result was 238,173 'yes,' 151,064 'no,' and 43,286...

...of the extent of the controversy surrounding the issue, while we will be returning adult **magazines** for sale, we will be re-evaluating our merchandising strategies.'

The extent of the effectiveness...

... Gray Drug in Cleveland Heights, Ohio, manager Ted Sevastos, said of published sexually explicit matter, 'Periodically somebody will ask for it, but for the most part there's been no outcry...

14/3,K/23 (Item 1 from file: 256)  
DIALOG(R) File 256:SoftBase:Reviews,Companies&Prods.  
(c)2000 Info.Sources Inc. All rts. reserv.

00070809

DOCUMENT TYPE: Review

PRODUCT NAMES: Image Storage (830201); Circulation Management (832961)

TITLE: Imaging: The State of the Art

AUTHOR: Ireland, Carole

SOURCE: Circulation Management, v9 n9 p34(4) Oct 1994

ISSN: 0888-8191

HOME PAGE: <http://www.circman.com>

RECORD TYPE: Review

REVIEW TYPE: Product Analysis

GRADE: Product Analysis, No Rating

REVISION DATE: 19960430

...Imaging automates data entry and offers electronic workflow and archiving. Demographic data, account numbers, and **bar codes** can be electronically formatted for automatic data entry to fulfillment systems. Imaging is done for...

...each hour. Several systems are described, and the following topics are covered: front and back **end** advantages; input rate doubling; paperless environments; speeding **subscriber** remits; **newsstand** processing; imaging abroad; and opportunities and obstacles.

DESCRIPTORS: Image Storage; Circulation Management; **Magazine** Publishers; Publishing; Demographics; Marketing Information; **Subscription** Management

Set Items Description

S1 2655922 PERIODICAL? OR MAGAZINE? OR NEWSPAPER? OR JOURNAL? OR NEWS-  
LETTER? OR SERIAL? OR ZINE

S2 972223 SUBSCRIB? OR SUBSCRIPT?

S3 9001055 CANCEL? OR END? OR STOP? OR TERMINAT?

S4 282277 POS OR POINT(2N)SALE? OR CASH()REGISTER? OR NEWSTAND? OR N-  
EWSSTAND OR ECR OR BOOKSTORE?

S5 248513 BARCODE? OR BAR()CODE? OR SCANNER? OR SCANNED

S6 448304 (MULTIPL? OR SEVERAL? OR MANY OR PLURAL? OR NUMBER? OR QUA-  
NTIT?) (5N) (ISSUE? OR COPY OR COPIES OR S1)

S7 228 S1 AND S2 AND S3 AND S4 AND S5 AND S6

S8 4450 S1(S)S2(S)S4

S9 36 S7 AND S8

S10 25 RD (unique items)

S11 21 S10 NOT PY>1997

S12 20 S11 NOT PD>970505

File 15:ABI/INFORM(R) 1971-2000/Jun 03  
(c) 2000 Bell & Howell

File 9:Business & Industry(R) Jul/1994-2000/Jun 05  
(c) 2000 Resp. DB Svcs.

File 623:Business Week 1985-2000/May W4  
(c) 2000 The McGraw-Hill Companies Inc

File 810:Business Wire 1986-1999/Feb 28  
(c) 1999 Business Wire

File 275:Gale Group Computer DB(TM) 1983-2000/Jun 05  
(c) 2000 The Gale Group

File 624:McGraw-Hill Publications 1985-2000/Jun 01  
(c) 2000 McGraw-Hill Co. Inc

File 813:PR Newswire 1987-1999/Apr 30  
(c) 1999 PR Newswire Association Inc

File 636:Gale Group Newsletter DB(TM) 1987-2000/Jun 05  
(c) 2000 The Gale Group

File 621:Gale Group New Prod. Annou. (R) 1985-2000/Jun 05  
(c) 2000 The Gale Group

File 16:Gale Group PROMT(R) 1990-2000/Jun 05  
(c) 2000 The Gale Group

File 610:Business Wire 1999-2000/Jun 05  
(c) 2000 Business Wire.

File 148:Gale Group Trade & Industry DB 1976-2000/Jun 05  
(c) 2000 The Gale Group

File 20:World Reporter 1997-2000/Jun 05  
(c) 2000 The Dialog Corporation plc

12/3,K/1 (Item 1 from file: 15)  
DIALOG(R)File 15:ABI/INFORM(R)  
(c) 2000 Bell & Howell. All rts. reserv.

01395399 00-46386

**25 good ideas--and a few really bad ones**

Anonymous

Folio: The Magazine for Magazine Management v26n5 PP: 43-48 Apr 1, 1997

ISSN: 0046-4333 JRNL CODE: FOL

WORD COUNT: 2584

ABSTRACT: A look at some good and bad **magazine** management ideas over the past 25 years is presented. For example, a good idea was Publishers Clearing House's suggestion nearly 25 years ago that **magazines** could significantly improve their renewal response rates by sending out re-**subscription** pleas much sooner than 2 months before expiration - the standard at that time.

...TEXT: seminar nearly 25 years ago. The Port Washington, New York-based sweepstakes giant suggested that **magazines** could significantly improve their renewal response rates by sending out resubscription pleas much sooner than...

...Clearly, the idea works. Today, renewal notices are routinely mailed out around the time that **subscribers** receive their third issues.

THE LONG AND SHORT OF IT

In the fast-paced modern...

... delivered in bulletin form," Ellen Levine, then-editor of Women's Day, declared at a **Magazine** Publishers of America function in 1990. "They have no patience for reading through long articles...

...early eighties.

THE FIRST TO CRACK THE CODE

UPC codes. They're so commonplace on **magazine** covers, we hardly notice they're there. But back in 1975, Family Circle was the...

... 20 years, Universal Product Codes have lived up to their name; a quick scan of **magazine** racks proves they are, if nothing else, universal.

TAKING THE WRAP

The search for ways to cut circulation expenses is a never-**ending** quest. Learning, a **magazine** for teachers, hit on a winner as the first title to experiment with a cover...

... people. And the title used it to groundbreaking advantage in 1972, when it enticed potential **subscribers** with a first-issue-free offer. Following PT's lead, Learning tried the concept and...

...ran a pilot program in the fall of 1994 to deliver first issues to new **subscribers** within four days, rather than the usual four weeks. Mt. Morris, Illinois-based Kable Fulfillment...

... K-III Communications, which has used its IPO to help finance a slew of acquisitions.

**NEWSSTAND RECYCLING**

Jersey City, New Jersey-based Worldwide Distribution Services has tackled the problem of **newsstand** waste by teaming with **several** publishers to re-use unsold **copies**. Some titles are polybagged together and sold at a discount. Others are used for back...

... special editions that have gone off sale are sold through directorder ads in the parent **magazines**.

## BLACK HISTORY MONTH PROMOTION

Yvonne Pearson's idea for a multi-title retail display of African-American **magazines** every February has proved to be a good one. As the single-copy sales director...

... year. And as a result, several major retail outlets have installed permanent displays for minority **magazines**.

## THE ELECTRONIC NEWSSTAND

Launched in July 1993, The Electronic **Newsstand** was the first coordinated effort to promote and sell **magazine subscriptions** online. The brainchild of Jeffrey Dearth, then president of The New Republic and currently president...

... the Web site helped open publishers' eyes to the reach of Internet. Today, The Electronic **Newsstand** ([www.eneews.com](http://www.eneews.com)) hosts more than 200 **magazine** sites and features more than 2,000 links to **magazinerelated** sites. Although the **number** of **subscriptions** generated on the Web is still relatively small for most **magazines**, the acquisitions costs are minimal and the additional exposure often pays off down the line.

## STICKY TRICKS

In 1987, the Cambridge, Massachusetts-based Harvard Business Review was the first **magazine** to ...A SIGHT FOR SORE EYES

Taking ink-jet technology to a new level, Sight, a **magazine** for optometrists, gave its readers a whole lot more to see with individually tailored messages on the front of every cover. In 1988, the national **magazine** ran messages like, "Come visit our new offices," or "Find out about disposable lenses" along with doctors' phone numbers, adapted for every office. It was a complimentary **magazine**, and when patients took it home, they took along a reminder to call their doctor...

... to drive the ink jet and print patients' addresses, optometrist names and optometrists' messages. Other **magazines** took note of Sight's success, and now, ink-jet messages are everywhere you look...

...but business as usual in 1985. That was the year the New York City-based **magazine** burst out with an ad for Honeywell that featured a pop-up industrial park, which...

...press. Honeywell paid a hefty \$1.1 million for the ad, but that hasn't **stopped** other advertisers from forking over big bucks to create their own novelties. Over the past...

... both eco-minded readers and pack-happy publishers, Charlotte, Vermont-based Harrowsmith was the first **magazine** to use biodegradable polybags, in 1988. Made of Ecostar, a compound of cornstarch, polyethylene and...

... itself looked a little cloudy, its purpose certainly wasn't: Readers of the now-deceased **magazine** had been requesting an eco-friendly bag for years. Regular poly, they complained, can take...

... IDG saved time, money, and even employees' health with the elimination of hazardous chemicals. The **magazine** also paved the way for the ultimate direct-to-plate printing, by familiarizing advertisers (and...

...with substantial reward.

## SHIPPING NEWS

In 1977, U. S. News & World Report became the first **magazine** to transmit an entire issue of electronically composed pages, with pictures intact, via satellite to its three printers. Prior to the September 5 issue, U.S. News -and every other **magazine** in America - had to send photographs via

airmail. The new **scanner** shortened the **magazine** 's production cycle by a full day and allowed editors to proof final pages with all text and graphics in place.

#### BET THE FARM

Selective binding fuels **many** of today's niche-market **magazines** . But personalization-based on reader demographics, not location-didn't really take off until Philadelphia-based Farm **Journal** , which had patiently collected data on its readers since the 1950s, took advantage of the emerging database technology in the mid-eighties, creating thousands of different versions of the **magazine** for farmers of various crops and livestock.

#### POINT OF PURCHASE

The eighties were about money...

... controls in the 1974 recession prevented publishers from raising ad rates, so instead, they raised **subscription** prices. To their delight, they found readers would indeed pay more to receive their favorite **magazines** . And as a result, circulation became a larger part of the revenue mix, growing from... in the seventies and eighties. In 1981, the Publication Shippers Association was formed to consolidate **periodicals** through its central Chicago location. Efforts such as this one have made the **newstand** market what it is today.

#### GET IT IN WRITING

The first writer's contract was drawn up by the American Society of **Journalists** and Authors (ASJA) in 1976. If you want proof that this was a good idea...

... perissue basis in 1982. That decision marked the first time a regularly published, paid-circulation **magazine** offered such a policy, not to mention the first time the title accepted any advertising...

...course, love the idea.

#### EDITORIAL FOR SALE

In 1976, the Xerox Corporation tried to underwrite **magazine** articles, but backed down after only one article appeared. The disputed story, written by Pulitzer...

... mouths were, Bon Appetit and Gourmet tried a new crossmerchandising retail strategy in 1981. The **magazines** were positioned in supermarket aisles next to advertised products. While they may have looked good...

... the late eighties, some American publishers took a cue from their Japanese counterparts and produced **magazines** on videocassette. Business publisher Maclean Hunter tried the idea with Supermarket Insights and Convenience Store...

... you will. Needless to say, the idea never caught on with consumers. In the nineties, **magazines** on CD-ROM haven't fared much better, but at least publishers have found other...

DESCRIPTORS: **Magazines** ;

12/3,K/2 (Item 2 from file: 15)  
DIALOG(R)File 15:ABI/INFORM(R)  
(c) 2000 Bell & Howell. All rts. reserv.

01280815 99-30211

Online access to international newspapers & wires: A status report  
Scott, Julie

# Online access to international newspapers & wires: A status report

...ABSTRACT: has always been relatively easy for the online searcher. Once the process of producing printed **newspapers** became fully electronic, providing up-to-date news information online was a reasonably simple step

...  
...TEXT: has always been relatively "easy" for the online searcher. Once the process of producing printed **newspapers** became fully electronic, providing up-to-date news information online was a reasonably simple step  
...

... Data (NEXIS), were front-runners in the early 1980s providing full-text news from leading **newspapers** such as the Financial Times. These gave a truly international picture of news around the...

...and political events worldwide.

Services such as Textline (which from its beginnings carried news from **newspapers** and newswires from large **numbers** of national sources and the leading international ones) revolutionized the way in which business information...

... information include the traditional online services, either in DOSbased format or with newer Windows front-ends . These provide "current" news (i.e., today's news) plus have the added advantage over...

... Business Briefing and Reuters Alert, and First!, which also require suitable technology at the customer end . Delivery can be in so-called "real-time," usually requiring a direct data feed via...

... be very costly in terms of telecommunications. Services are also being delivered with various front- ends and connect possibilities, such as Lotus Notes format or via Web pages, and increasingly using...

... them. The following sections will discuss what some of the major services offer for international **newspapers** and newswires on different technology platforms and their content and potential usability.

## ALERTING SERVICES/ REAL...

... wire, and also a means of selective alerting to specific news stories defined by the end -user. Some alerting services will tell the user as soon as a story breaks by... Microsoft Exchange, and has recently been adapted for Web delivery. Over 5,200 sources are **scanned** , covering both real-time news and premier business news publications, including Agence France Presse-Extel...

... company-specific policy depending on storage space for older news stories.

International source coverage includes **many** of the Financial Times **newsletters** covering Europe, Eastern Europe, and Asia Pacific, particularly industrial and financial news; Chamber World Network **newsletters** with a strong coverage of Asia and the Far East; and Reuters business reports covering...

... newswires, including sources such as Reuters, Dow Jones, The Financial Times, and the Wall Street **Journal** . It provides the ability to search across all sources or can provide alerting services on...

... service, Reuters Business Alert. Business Briefing covers a very wide range of sources including national **newspapers** from around the world, newswires, and databases such as Textline with hundreds of national business **newspapers** from throughout the world, BBC Monitoring Services for Africa, Eastern Europe, the Far East, Latin...



... of us who formerly spent many hours chained to **terminal** or NEXIS terminals churning out **endless** stories for users cannot fail to see the vast improvement that **end**-user services (with easy-to-use interfaces and instant delivery of up-to-date information...  
...7875; J.Scott@lbs.lon.ac. uk.

(Table Omitted)

(Illustration Omitted) ;0;2q International Business **Newspapers** on the Web  
Wall Street **Journal** Interactive Edition (<http://www.wsj.com/>)

Provides continually updated news 24 hours a day and includes news from the Asian Wall Street **Journal** and the Wall Street **Journal** Europe.

The Guardian (<http://go2.guardian.co.uk/>) Provides some full-text news, specifically from...

... the full articles; it is also possible to search for stories using keywords.

The HotLinks **Newspaper** Index (<http://www.naa.org/hot.html>) lists links to a huge range of U.S. **newspapers** but also has an international list with selected links, e.g., the Bermuda Sun, the Globes-Isreale Business **Journal**, The Guardian, the Straits Times (Singapore), The Times, Wellington **Newspapers** (NZ), and the Star (Malaysia).

The Press Association (<http://www.pa.press.net/>) includes news...

12/3,K/3 (Item 3 from file: 15)  
DIALOG(R)File 15:ABI/INFORM(R)  
(c) 2000 Bell & Howell. All rts. reserv.

01189696 98-39091

#### **Great leaps**

Adams, Bob

Target Marketing v19n4 PP: 32-37 Apr 1996

ISSN: 0889-5333 JRNL CODE: ZIR

WORD COUNT: 1125

...ABSTRACT: prepress technology. Today, Sailways, as well as its spinoffs, the Performance Snowboarding catalog and sNoBOARD **magazine**, are designed on Macintosh Quadra 800 and 840 AV computers. Typically, images are supplied by the equipment manufacturers, then **scanned** and sorted in high-resolution format on the Photo CDs. Currently, the only prepress functions...

...TEXT: accessories. Its catalog business also led to its launch of sNoBOARD, an international consumer sports **magazine**.

And along the way the company has consistently been at the forefront of desktop publishing...

...and software.

Today, Sailways, as well as its spinoffs, the Performance Snowboarding catalog and sNoBOARD **magazine**, are designed on Macintosh Quadra 800 and 840 AV computers. Staff members also use a Powerbook, a PowerPC 7100 and an older IIX for other projects. Images are **scanned** either in house on a Nikon slide **scanner** or on a Hewlett-Packard flatbed **scanner**, or sent out for scanning to Photo CD.

#### **DARING MOVES**

Typically, images are supplied by the equipment manufacturers, then **scanned** and stored in high-resolution format on the Photo CDs. When images aren't submitted...

... is used for virtual all of the image scans used in the catalogs and sNoBOARD **magazine**, even cover shots. While **many** Photo CD users shy away from using the technology for critical images--especially covers--because ...

... released in 1990 were rather inauspicious. Printed on newsprint, the first catalog was essentially a **newsletter**, Silver explains.

Circulation was also very low, even though the company rented the subscriber databases from two existing consumer **magazines** to prospect likely customers. Those lists contained only a few thousand names.

"Most of the kids who bought snowboarding publications weren't **subscribers**; they were buying them on the newsstands," he says. "The **subscriber** bases were almost nil."

Slowly, but surely, however, Performance Snowboarding's customer base began to...

...print run for the catalog was 10,000, and climbed to 30,000 by the end of '92. By 1993, more than 50,000 copies were being printed. Press runs are ...  
...recognizable presence throughout snowboarding circles.

For Performance Snowboarding, the answer was to create a consumer **magazine** to support its catalog sales efforts. sNoBOARD, a four-color saddle-stitched publication focusing on...

... closely tied to the catalog, both figuratively and physically: Current catalogs are polybagged with all **subscriptions** and most **newsstand** deliveries of each issue of the **magazine**.

"This ensures that you're going to get the catalogs into hot buyers' hands," Silver enthuses. "People who pick up the **magazine** on the **newsstand** are either enthusiasts for the sport or are very interested in buying equipment. So, as a marketing effort, polybagging is invaluable."

Polybagging sNoBOARD and Performance Snowboarding for **subscription** fulfillment also helps cut mailing costs by eliminating separate mailings to people receiving both publications, Silver says.

The only time the **magazine** is sold without an accompanying catalog is through **newsstand** sales in retail snowboard shops.  
NEW TERRAIN

Like many retailers and publishers, Performance Snowboarding and sNoBOARD **magazine** are moving quickly to establish a presence on the Internet and World Wide Web.

"The...

... other sites, he explains. In addition to including text and image pick-ups from the **magazine** and on-line catalogs through which Web browsers can order equipment, plans call for the...

...DESCRIPTORS: **Magazines** ;

12/3,K/4 (Item 4 from file: 15)  
DIALOG(R)File 15:ABI/INFORM(R)  
(c) 2000 Bell & Howell. All rts. reserv.

01172223 98-21618

**Research in a world of expanding media options: Chicken or egg?**

Donato, Paul J

Journal of Advertising Research v36n1 PP: 35-42 Jan/Feb 1996

ISSN: 0021-8499 JRNL CODE: ADR

WORD COUNT: 4143

...ABSTRACT: as adapting, they will miss the opportunity to guide the industry away from evolutionary dead ends . If, on the other hand, market researchers think of the market research industry as a...

...TEXT: growth of new titles and the increased ability to target niche readers, agencies began using **magazines** differently and looked at more and more **magazines** . It is hard to say whether the "recent reading" methodology was accepted in this country because it allowed agencies to look at more **magazines** , or we started looking at more **magazines** because recent reading could and did measure them.

This ambiguity is a perfect example of...

... first, it is clear that the need to plan on and, therefore, measure, more consumer **magazines** contributed to a radical change in the way print was measured in the United States...

...and assume that the total size of an issue's audience is equal to the **number** of people reading any **issue** within the last publishing cycle. Finally, frequency-based measures are used most often in postal surveys and simply ask the **number** of **issues** read out of the last four, five, or six depending on the nature of the...

...in the planning and media landscape--specifically, the need to measure 200-plus **magazines** made it impossible to conduct an issue-recognition technique where downsized versions of each issue...the void with a measure that has been under our noses all along--a standardized **subscriber / newsstand** survey. For more than 20 years, many in the industry have called for the standardization of **subscriber** surveys so that results of different **magazines** could be directly compared. This idea never built up enough momentum, I think, because there...

...recent reading, it assumes that, for every person who reads an old issue of a **magazine** or **newspaper** , there is someone who reads two different issues of the publication within the publishing period. The errors **cancel** each other out.

However, Print by Wire offers editorial on demand, and this could completely...

...factors might include:

\*Circulation: relative to the size of the population (per capita circulation) and **number** of **issues** in concurrent circulation.

\*Structure of distribution: percent **subscriber** versus percent **newsstand**

\*Relative cost of the **magazine** : indexed to the median incomes of the projected populations.

\*Household size: the number of persons...

... there is a general screen question in which the respondent is asked "Do you read **magazines** ?"

\*This question is answered positively by about a third of the respondents.

\*The remaining two-thirds of the respondents will skip all of the **magazine** questions and move directly to other questions. For the one-third that indicate they do read **magazines** , the following readership question is asked: "Have you read either of the last two issues of (name **magazine** )?"

At first, using a two-issue cume seems odd to those accustomed to a North ...

... was: "When was the last time you read or looked into any issue of (screened **magazine** )?" The audience estimates produced by this international standard were extremely high. (See Figure 3.) (Figure...

American environment wh make it different from th North American environment include:

\*Circulation size: International **magazines** in Latin America will publish at much lower per capita circulation rates.

\*Distribution structure: Typically, about 80 percent of **magazine** distribution in Latin America is through **newsstand**. This is the reverse of the U.S. situation.

\*The relative cost: Adjusted to real incomes, a **magazine** may cost five to six times what it does in the United States.

\*Concurrency: **Multiple** **issues** of the same **magazine** are frequently sold at newsstands in Latin America, as shown in the picture in Figure 4. (Figure 4 omitted)

For international **magazines**, the concept of the publishing cycle in Latin America is less rigorous than it is in the United States. Most copies are acquired on **newsstand**, at a rate of one out of four copies, and at a cost equivalent to a book. People seem to read fewer **magazines** for a much longer period of time. This, of course, violates the balance (assumed by "recent reading") between the **number** of people reading older **copies** and the **number** of people reading two or more copies within the same publishing cycle.

Once this environment...

... will lead us to a print environment of editorial-on-demand, not unlike the Mexican **newsstand** mentioned above.

Domestic Television: The Sling Shot and the Laser

Of all the media to...

...the last great slide rule.

It is not that anyone wants to see research companies **stop** working on this. It is the realization of the possibility that:

\*The phone companies have...

... speed, today's interactive service is viewed as electronic publishing; but it is not a **magazine**, it is a new way of bringing you a **magazine**. In fact, if you graph all the major communications structures, it becomes very clear that...

...services today (that is, communications through the Internet) is nothing like either television or a **magazine**. It looks like a postal system but is really a virtual postal or phone system...

... you are using the web for traditional brand or image advertising, then there are a **number** of **issues** you should resolve before spending too much time deciphering hits: Now that the hardwire systems...

... testbed configurations be used as mass media? Of course, especially if they bring you TV, **magazines**, and radio. But, like the Web, the 500-channel television systems suffered from the threat...better or worse, the nature of what research becomes far more transactional and programmatic like **scanner** data, and the upfront could be lost somewhere between the chicken and the egg.

PAUL...

01125596 97-74990

**Innovative distribution tactics**

Hochwald, Lambeth

Folio: The Magazine for Magazine Management v24n19 (Source Book Supplement) PP: 179-180 1996

ISSN: 0046-4333 JRNL CODE: FOL

WORD COUNT: 1150

ABSTRACT: With readers' interests becoming more and more narrowly focused, strategically distributed specialty **magazines** are gaining a toehold in the retail market. Distributors that specialize in small **magazines** are fighting to get more exposure for smaller titles both in the traditional **newsstand** setting and in alternative retail outlets.

...TEXT: that the large national distributors have been deluged with too many requests for too little **newsstand** space and are cautious about taking on untested titles, it's not all bad news...

...small circulation titles. With readers' interests becoming more and more narrowly focused, strategically distributed specialty **magazines** are gaining a toehold in the retail market. Distributors that specialize in small **magazines** are fighting to get more exposure for smaller titles both in the traditional **newsstand** setting and in alternative retail outlets.

For example, Illinois-based ADS Publisher Services (a distributor specializing in niche titles) in a joint venture with Seattle-based Cafe Ole (a monthly **magazine** devoted to human interest stories about coffee and coffee-growing countries) is giving the **magazine** a mass-market presence by distributing 110,000 copies--up from the paltry 10,000 copies once targeted to **subscribers**--on newsstands, local specialty **bookstores**, and trade shows. ADS gives the coffee monthly an advance and pays to print the...

... will double. "With ADS paying for the extra copies, I can make the transition to **newsstand** sales without having to do it on the backs of our advertisers," he says.

On...

... locations, having already tested them regionally and gotten a strong response. For these small circulation **magazines**, linking with an experienced distributor that treats their publications as extensions of its own business...

...330,000 copies. "Do you want to be in all 7-11s, or is your **magazine** better suited to high end **bookstores**?"

Finding a lucrative outpost hinges on the title's viability in terms of news stand...

... factors come into play, too. Some distributors have policies that prevent them from accepting any **magazine** with pornographic content, for example, while others are wary of working with tabloid-size or newsprint-based **magazines**. "We're solicited by 15 to 20 titles a week," says Sadler. Each is evaluated...

...to competitors in the same category. "We'll take on two. We want to get **magazines** that will sell and have a strong financial base. We don't want to distribute one or two issues and then have the **magazine** fall down."

How many copies ?

Publishers must also know how many copies they want distributed and keep their sell-through as high as possible." Smaller **magazines** generally cost more to produce and have a higher cover price," says Lisa Scott, vice ...

...to have 10 on hand to sell two. That way, waste is limited."

Then, a **magazine** has to be able to print enough pages to match its

competitors. "New, underfinanced **magazines** don't have enough money to print enough pages to compete with existing **magazines**," says Harvey Wasserman, ADS cofounder and CEO. "Say there are three competitors with over 200...

...can afford to print only 80 pages. It's very difficult to go on the newsstand."

Even with all the pieces in place, a distributor may still decline to work with a **magazine**. "We'll reject it if we don't believe this kind of **magazine** has had a good history with our customer base or we can't get a certain quantity," says Fran Salamon, president of Ingram **Periodicals**, Inc., a company that distributes more than 1,100 special-interest titles. "At the turn...

...the century, there were 500 titles out there. Now there are 3,500 on the newsstand."

How much leverage?

Low sales volume on the **newsstand** obviously means small circulation titles have less leverage. They may be turned down by the...

... Publisher Services--that are used to dealing with thousands of copies a month for the **magazines** and are looking for **magazines** that can make a real impact on their billing.

Distributors agree that special interest **magazines** should probably look into targeted retail locations or specialty shops for real sales volume. "Small **magazines** don't need to be in the larger outlets," says Scott. "Historically, the waste factor in small **magazine** distribution is higher."

What business are you in?

Some publishers have brought the distribution function in-house, but it's a challenge. " **Magazines** can do their own distribution, but they're not going to be successful at it," contends Ingram's Salamon. "I even know of a publisher of a national games **magazine** with more than 100,000 copies per issue that tried to do it alone and...side. The publication has to set up its own infrastructure. Getting people to take the **magazine** isn't that difficult, but at certain times of the year, the economy tightens and...  
...straight

The added paperwork includes data entry as well as correcting shipping errors when the **magazines** don't get to the wholesaler. "Claims and tracers have to be filed and billing...

... with the national distributor. It gets very complicated, too, when publishers change cover prices, since **barcode** changes and billing parameters have to be adjusted."

The best part of publishers handling their...

DESCRIPTORS: **Magazines** ;

12/3,K/6 (Item 6 from file: 15)  
DIALOG(R)File 15:ABI/INFORM(R)  
(c) 2000 Bell & Howell. All rts. reserv.

01041006 96-90399

**Sticky prices: What is the evidence?**

Wynne, Mark A

Economic Review (Federal Reserve Bank of Dallas) PP: 1-12 First Quarter 1995

ISSN: 0732-1414 JRNL CODE: ERD

WORD COUNT: 7966

...TEXT: as the money stock, the adjustment would be completed instantaneously and that would be the end of the story. However, if (for whatever reason) some producers are slow to adjust their...of the price stickiness found by Mills may have been accompanied by quality deteriorations.

The **newsstand** prices of **magazines**. Cecchetti's (1986) study of the **newsstand** prices of **magazines** is probably the most widely cited and influential piece of evidence that prices are sticky. Cecchetti looked at the prices of thirty-eight **magazines** over the period 1953 to 1979. One virtue of this data set is that the...

...known to be transactions prices rather than just list prices. The use of discounts for **newsstand** **magazine** purchases is rare.(5) The main stylized facts about price ...in Figure 2. (Figure 2 omitted) Two points are noteworthy. First, the prices of the **magazines** in the sample change relatively infrequently. At most, only half the **magazines** in the sample change price in any one year (the peak year being 1974). Second...

... the sample of prices studied. Cecchetti himself concedes that a mere one-third of all **magazine** sales in his sample are single-copy (**newsstand**) sales. Most people buy **magazines** through **subscriptions**. What do we know about the prices of **magazines** purchased through **subscriptions**? Obviously, when one enters a **subscription** for a **magazine**, one obtains (typically) a year's worth of issues of the **magazine** at some fixed average price over the period of the **subscription**. Yet frequently **magazines** offer various discounts for **subscribing**, either in the form of "professional courtesy" discounts or reduced rates for longer **subscription** periods.(6)

A potentially more serious shortcoming of the Cecchetti study is the absence of...

... for quality. In view of Blinder's recent survey findings (discussed below), one wonders whether **magazine** publishers effectively raise the price of their **magazines** by changing such aspects of product quality as the publication's size, the ratio of...

... black-and-white pages. Are stockouts at newsstands more common as the real price of **magazines** declines with rising inflation?(7)

This is essentially the point Koelln and Rush (1993) make. Echoing an earlier argument by Carlton (1983), Koelln and Rush note that **magazine** publishers may alter some aspect of their product's quality to adjust the effective price...

...Rush look at "net page" and price data over the 1950-89 period for seven **magazines** (five of which were included in Cecchetti's sample). The authors note that the **magazine** with the most inflexible size over this period also had by far the largest number...

...nominal price changes. They interpret this observation as supporting the hypothesis that variation in quality (**magazine** size, in this case) is a potentially important alternative to variation in price. Koelln and Rush also find a statistically significant (positive) relationship between the **number** of text pages in a **magazine** and the real price of the **magazine**. That is, as inflation erodes the real price of a **magazine** during the interval between nominal price changes, the number of text pages tends to decline...

... priori to remain fixed for relatively long periods. Thus, Cecchetti (1986, 256) notes that the **newsstand** prices of **magazines** "exhibit the desired property of discrete and infrequent adjustment" (emphasis added). This, of course, raises... goods for which even small changes in price produce nontrivial changes in revenue. By contrast, **subscriptions** and advertising are far more important sources of revenue for **magazine** publishers than are **newsstand** sales.

Kashyap draws three main conclusions from his empirical analysis:

1. Nominal prices are typically...gross domestic product (GDP) it covers. It is remarkable that Cecchetti's results on the **newsstand** prices of **magazines** should receive such widespread attention in view of the trivial fraction of GDP those sales...

... and Mankiw note that goods purchased with currency are typically small retail items (such as **newspapers** and haircuts) and that experience suggests these are the goods for which prices are most...

... adjustment rather than documenting facts about price changes when he compiled his data on the **newsstand** prices of **magazines**. Likewise, Stigler and Kindahl were primarily interested in testing theories of administered pricing (and thus...

... prices, as witnessed by the frequent sales for electronic equipment. Returning to the more basic **end** of the consumer products spectrum, food prices (especially those of fresh fruit and vegetables) fluctuate...

...the product other than time to delivery. Thus, to note that the price of a **magazine** stays fixed for, say, a year is not very interesting if the **magazine** changes its ratio of advertising to text ...Koelln and Rush (1993) note such a possibility in connection with Cecchetti's study of **magazine** prices. Similarly, to note that the price of a piece of apparel stays fixed for by U.S. data. In particular, the **endogenously** sticky prices generate a quantitatively important propagation mechanism for nominal shocks.

In contrast to the...

...of transactions prices by firms.

5 Although not anymore: it is now quite common for **bookstores** to offer discounts of 10 percent on the purchase of books or **magazines** when the customer joins the store's "frequent buyer" program.

6 For example, the average price per issue of The Economist is lower for a two-year **subscription** than for a one-year **subscription**.

7 It is worth noting that insofar as changes in the real characteristics of a...

...flexible.

8 Koelln and Rush also note that advertising further complicates the interpretation of sticky **magazine** prices. Insofar as revenue from advertising is more important to the **magazine** publisher than revenue from **newsstand** sales, the appropriate interpretation of observed sticky cover prices is not clear. The authors note that prior to the inclusion of advertising in Reader's Digest in 1956, the **number** of pages in each **issue** had declined in **several** steps from 180 pages in January 1950 to 168 pages in January 1955. To limit the complications introduced by advertising, Koelln and Rush focus on **magazines** for which they think advertising is relatively unimportant.

9 Stigler and Kindahl do, in fact...nominal shock. See note 8.

14 The closest way to assess the relative importance of **magazine** sales in GDP is to look at the ratio of consumer spending in the category "**Magazines, newspapers, and sheet music**" to GDP. Over the period covered by Cecchetti's study, spending in...

... rule does not equate the preset price with expected marginal costs, except when shocks are **serially** uncorrelated.

#### References

Ball, Laurence, and N. Gregory Mankiw (1994), "A Sticky-Price Manifesto" (Paper presented...



...April 23-24).

Barro, Robert J. (1977), "Long-Term Contracting, Sticky Prices, and Monetary Policy," **Journal of Monetary Economics** 3 (July): 305-76.

Beaudry, Paul, and Michael B. Devereux (1993), "Monopolistic...  
...Review 81 (May): 89-96.

--(1990), "Learning by Asking Those Who Are Doing," **Eastern Economic Journal** 16 (October-December): 297-306.

Carlton, Dennis W. (1989), "The Theory and the Facts of...

...September): 637-58.

--(1983), "Equilibrium Fluctuations When Price and Delivery Lags Clear the Market," **Bell Journal of Economics** 14 (Autumn): 562-72.

Cecchetti, Stephen G. (1986), "The Frequency of Price Adjustment: A Study of the **Newsstand** Prices of **Magazines**," **Journal of Econometrics** 31 (April): 255-74.

Cho, Jang-Ok, and Thomas F. Cooley (1990), "The...

...History (New York: Harcourt Brace Jovanovich).

Gordon, Robert J. (1990), "What Is New Keynesian Economics?" **Journal of Economic Literature** 28 (September): 1115-1171.

Ireland, Peter (1994), "Monetary Policy with Nominal Price...

...91-26 (December).

Koelln, Kenneth A., and Mark Rush (1993), "Rigid Prices and Flexible Products," **Journal of Economics** 19 (Spring): 57-64.

Kydland, Finn E. (1991), "The Role of Money in...

... Tsiddon (1992), "The Behavior of Prices and Inflation: An Empirical Analysis of Disaggregated Price Data," **Journal of Political Economy** 100 (April): 349-89.

Levi, Daniel, Mark Bergen, and Shantanu Dutta (1994), "Price Rigidity: Evidence from **Scanner** Data" (Paper presented at the Southern Economic Association Meeting, Orlando, Florida, November 20-22).

Mills...

12/3,K/7 (Item 7 from file: 15)  
DIALOG(R)File 15:ABI/INFORM(R)  
(c) 2000 Bell & Howell. All rts. reserv.

00767900 94-17292

**The Folio:Show**

Anonymous

Folio: The Magazine for Magazine Management Folio:Show Supplement PP:  
1-47 Oct 1993

ISSN: 0046-4333 JRNL CODE: FOL

WORD COUNT: 27553

ABSTRACT: The Folio:Show, co-sponsored by Folio: **Magazine** and **Magazine** Publishers of America, is scheduled for November 15-19, 1993, at the New York Hilton...

... will give the opening address. In concurrent general sessions, well-known industry figures from each **magazine** discipline will offer insightful keynote addresses. New 5-hour in-depth seminars will cover the following topics: The Complete Salesperson, Database Marketing for

**Magazine Publishers, and Analyzing Your Magazine '90 Covers.** Two roundtable discussions will explore how today's consumer and trade publishers are redefining the **magazine** company, and 3 hands-on desktop publishing workshops will be presented. Registration information is included.

TEXT: THE FOLIO:SHOW

Co-Sponsored By **Magazine Publishers of America**

The Folio:Show Exhibition happens just once each year, and the excitement is contagious. This is the biggest exhibit hall in **magazine** publishing--guaranteed to inspire, inform and entertain:

- \* Solutions to every conceivable **magazine** publishing challenge line the aisles!
- \* Tap into the practical experience of manufacturers, suppliers and service providers dedicated to the **magazine** industry.
- \* More than 100 exhibiting companies.
- \* Discover new options in systems, products, technology and services...

...Fulfillment

- \* Reprint Services
- \* Research: Publication & Advertising
- \* Specialty Bindery & Printing
- \* Telemarketing

THE ROAD TO EXCELLENCE IN **MAGAZINE** PUBLISHING

It's amazing what can happen when you break away from the daily routine...

... things you never saw before. The Folio:Show, the world's largest conference & exhibition for **magazine** publishing professionals, is a working retreat--five full days devoted to exploring the issues, technologies...

...marketplace

- \* Pique an ad prospect's interest every time
- \* Determine the lifetime value of a **subscriber**
- \* Choose between in-house and service bureau fulfillment
- \* Avoid discounting ad rates by offering value...

...software

- \* Improve readability
- \* Implement design changes
- \* Use visual communication tools that involve readers
- \* Start a **newsletter**
- \* Plus thousands of other ideas, tips, solutions and breakthroughs!

SCHEDULE AT A GLANCE

MONDAY, NOVEMBER...

...services; and a knowledgeable, attentive staff.

THE FOLIO:SHOW BRAIN TRUST  
INSPIRING SPEAKERS WITH EXTENSIVE **MAGAZINE** EXPERIENCE

Don't miss your opportunity to tap the wealth of experience gathered at this prestigious event. The Folio:Show features speakers from many of the most respected names in **magazine** publishing--following is just a sampling:

Adirondack Life \* Advertising Age \* Ammirati & Puris \* American Baby \* Audit...

...FamilyFun \* Fancy Publications \* Good Housekeeping \* Gralla Publications \* Grey Advertising \* Gruner + Jahr (USA) Publishing \* Hachette Filipacchi **Magazines** \* Hanley-Wood \* Harrowsmith Country Life \* The Hearst Corporation \* Hemmings Motor News \* Inc. \* Inside Media \* The...

... 93 \* Lebhar-Friedman \* Macmillan, Inc. \* MacUser \* MacWeek \* Managing Your Career \* Mirabella \* Modern Maturity \* Money \* Murdoch **Magazines** \* National Business Employment Weekly \* New Age **Magazine** \* The New Yorker \* The New York Times \* New York Times Women's **Magazines** \* Omni \* Out \* Organic Gardening \* Parenting \* PC **Magazine** \* PCWeek \* Penton Publishing \* People \* Personnel **Journal** \* Photo District News \* Playboy \* Popular Mechanics \* Premiere \* Publishing Trends and Trendsetters \* Redbook \* Rodale Press \* Rolling Stone \* Seventeen \* Small Boat **Journal** \* Smart \* Sports Illustrated \* Sunshine **Magazine** (Fort Lauderdale News) \* Time Inc. Ventures \* Time \* Time Canada \* Today's Parent Group \* Touche Ro

MPA/ASME DISCOUNTS

Members of **Magazine** Publishers of America (MPA) and American Society of **Magazine** Editors (ASME) receive a special discount of \$10 per seminar applied to either the Early...

COMPANY NAMES:

**Magazine** Publishers of America

...DESCRIPTORS: **Magazines** ;

12/3,K/8 (Item 8 from file: 15)  
DIALOG(R)File 15:ABI/INFORM(R)  
(c) 2000 Bell & Howell. All rts. reserv.

00605700 92-20803

**Magazines in the Year 2012**

Callahan, Sean; Capell, Dan; Romano, Frank; Cost, Frank; Power, Frank; Harrington, John; Hadlock, Willard G.

Folio: The Magazine for Magazine Management v21n4 PP: 79-88 Apr 1, 1992

ISSN: 0046-4333 JRNL CODE: FOL

WORD COUNT: 5572

**Magazines in the Year 2012**

ABSTRACT: Forecasts for the **magazine** industry's next 2 decades address all aspects of getting a publication from the pre...

... approaches. Possible technological advances, revealed in a fictional, future scenario, are as startling as color **scanners** would have seemed 20 years ago. In printing, color monitors will reveal enough information to ...

... postal system and allow mailers to know the location of their mail at all times. **Newsstand** sales will be the first to resurge after a recessionary period. Television poses a continuing danger for the **magazine** industry.

...TEXT: trends that developed in the last decade, one can reliably predict their effects on consumer **magazine** circulation in the next 20 years. So, in no particular order of importance:

LEISURE-TIME...

... consumer's reading time is more limited. Reading time will continue to be affected and **newsstand** purchases, as a result, will be more infrequent.

INFLATION CURBED: The decade of the 1980s has been the most conservative, in terms of pricing, in the recent history of **magazine** publishing. Only 15 percent of the industry has consistently raised prices in the last five ...

... circulation director's importance will equal, and eventually surpass, that of the ad sales director.

**NEWSSTAND** DECLINE: Fewer titles will be sold at retail in the next 20 years, with most **magazines** opting for very limited distribution to high-volume, high-efficiency locations only. The first category of **magazines** to cut back significantly on **newsstand** distribution will be the newsmagazines, which will cause an industry-wide examination of this sales channel.

RATE-BASE SHORTFALLS: In the 1980s, only about 50 percent of ABC **magazine** members actually made specific advertising rate-base claims. More significant, of the 50 percent that...

... decades ahead, rate-base management will be a circulation director's most important job.

TOTAL **MAGAZINE** AUDIENCE STILL THE FAVORITE: Advertisers have already begun to make the switch away from mass...

... consequence of rate cutting, the ABC will discover a new auditing opportunity in verifying a **magazine** 's advertising revenues.)

CONTROLLED CIRCULATION: As new business acquisition costs continue to escalate, controlled circulation...

...who do not make the change to hard offers will be consumed by the never-ending treadmill of poor conversion rates coupled with higher and higher new business requirements.

TELEMARKETING EXPLOSION...

... other than to increase their telemarketing efforts. Renewal telemarketing is already a reality for most **magazines**. New business telemarketing will be as important as direct mail in the 1990s.

BREAK-UP...

... There were no electronic publishing systems at the pre-press shop, let alone at the **magazine**. Color **scanners** were rare anywhere. The use of color in most **magazines** was minimal, and the personal computer was in the process of being invented. Looking ahead...to the art department, then goes back to scanning the summaries from the dozen technical **journals** that had been retrieved for him the previous night.

The editorial arrives in the art...

...is looking for to stock photo houses in New York and Atlanta. Because of the **magazine** 's standing accounts, her voice command sends the picture via a dedicated network directly to...

... the selected picture, with all rights cleared for this use, which is routed to the **magazine** 's accounting department.

Later that morning, the finished layout appears on the editor's screen...

... forwards it to production. There the page goes into the final open form for the **magazine** version, and is sent to the printer by modem.

A number of readers still like...

...a plant that will produce the CD-ROM version.

The best-selling version of the **magazine** is on-line, however. **Subscribers** use their workstations to download TypeUniverse or any number of other on-line **magazines**. They insert a non-volatile, read-only wafer into their workstations to get the latest...

... his competitors' publications to read later, as well as a copy of his favorite skiing **magazine**. It is nearly noon and the workday over. (Nearly everyone works a four-day week, but the workday is only three hours long--despite the fact that most specialized **magazines** like Romano's have fewer than six people in the office at one time.)

He decides to look at the skiing **magazine** before heading home for lunch. Each issue has a pictorial feature with a full-motion...

...that he keeps in the bottom drawer of his desk, and takes to the slopes.

#### **MAGAZINES** STILL CAUSE ACTION

Some 90 seconds later, the program informs him that he wiped out...

...lunch and try the real thing. Then another thought hits him: Despite the fact that **magazines** are easier to produce and ingest than ever before, they still serve as a primary...separators had begun to offer image-bank services to their clients, maintaining large databases of **scanned** images

for re-use, some printers are diversifying to include electronic products. Some of the...

... input from their clients in structured, tagged file formats, and producing products ranging from printed **journals** to hypertext applications and online database services.

Within the next decade, printers will be receiving...

... preparation, press makeready and press control, will be automated. This will significantly reduce the front-end costs in the printing process, allowing shorter runs and increased variability within a run, creating... 300 million) will still depend on the U.S. Postal Service for delivery of letters, **magazines** and selected ad material.

New technologies will also allow mailers to know where their mail is at all times. If a **magazine** mailing is delayed, customers will be able to dial a Postal Service center and locate...

... as most personal computers will automatically generate the proper codes for envelopes, flats, parcels and **magazines**. For those who still prefer to write by hand, sophisticated automated **scanners**, in concert with optical character-recognition software, will decipher the handwriting, generate the proper **barcode**, and send the letter efficiently to a dispatch point.

**Barcodes** will remain a key component in automation. As **barcodes** expand, information contained in each one will be important to the routing of the piece...

...for example, is still likely to cost less than a candy bar or the daily **newspaper**.

Technology will be behind **many** of the advances and efficiencies in the Postal Service of the future. But what can...

... heart of the Postal Service, will meet their appointed rounds--whether she is operating a **barcode** sorter inside a mail processing center or he is slogging through snow on a country lane.

We ('ll) deliver!

#### THE FUTURE OF SINGLE COPY SALES

**Several** years from now, when the entire **magazine** industry is universally regarded as one of the most profitable of all businesses, the **newsstand** sector will take pride in the fact it led the rest of the industry out of the doldrums of the early nineties.

The 1980s saw **newsstand** dollars, as reported by Council for **Periodical** Distributors Associates (CPDA), grow by more than 100 percent. Most wholesalers' title files grew during...

...10 percent, even though most of the major titles showed unit declines.

However, by the **end** of last year, for the first time in the post-World War II period, **newsstand** dollars fell. Dollar losses and unit fall-offs of as much as 10 percent in...

...non-ABC-audited sales amount to as much as 20 percent of total volume.

This **newsstand** resurgence is occurring while advertising is still soft and **subscription** marketing is challenging, to say the least. Will the turnaround last? It is probably too...

...definitive answers, but there are positive indicators:

\* Retailers have been showing a new interest in **magazines**. Even at the lowest **point** of the **sales** line, wholesalers did not report any great waves of complaints from retailers. Why? Probably because **magazines** were

still doing better than many other products.

\* The recessionary mood of the public has also made **magazines** look like a good value. They are relatively inexpensive forms of information and entertainment, and they offer tremendous variety.

\* The renewed, or even new, interest in retail sales of **magazines** has not been limited to supermarkets (where more than 50 percent of **magazine** retail sales already takes place). Rather, mass merchandiser interest is picking up. Several years ago, in conjunction with the **Magazine Publishers of America**, CPDA issued a series direct product profit (DPP) studies, one of which focused on mass merchandisers. The report, prepared by consultants Deloitte & Touche, demonstrated that **magazines** were underspaced and undermarketed by mass merchandisers. That report alone did not turn on the...

... drug stores, and others. Large warehouse type accounts, with extraordinary traffic flows, are interested in **magazines** both for the sales they represent and the support they offer to the products they...

... generating this enthusiasm on the part of retailers is the broad range of subjects that **magazines** address. This is one of the factors that expanded the title list by more than...

...of entry to the market.

#### BETTER FEEDBACK ON THE WAY

By the mid-nineties, the **newsstand** business will be notable for one major difference from today, however. There will be a...

...an abundance, of data available.

Wholesalers and publishers are today cooperating in the development of **Periodical Retail Information Management**, or PRIM, which will be a data bank of **magazine** retail-sales information, gathered from the computer files of wholesalers. It will provide publishers and...

...distribution chain, the elements of which today more often feel isolated than linked together.

While **newsstand** sales may, for publishers accustomed to the precision of **subscription** numbers, sometimes appear to be unproductive, during the difficult times of the past two years, they have demonstrated their resilience. **Newsstand** sales, in fact, appear to be the first part of the **magazine** business that is on the road to recovery. And that can only mean the future holds more involvement by retailers, more titles, and, wholesalers hope, less competition from **subscription** discounting.

#### THE EVOLUTION OF MARKETING MEDIA

This is a challenging time for the media industry. The current "**magazine slump**" is really a slump in all broad-based media.

Everyone knows that cable television has hurt the networks. But it is hurting the big consumer **magazines**, too. Cable is coming closer to being able to do the targeting that only **magazines** could do before. This narrow-casting could be the biggest single threat facing the **magazine** industry.

When I turn on ESPN on Saturday morning, I get three straight hours of...

... hunting shows, all of which carry advertising from the same companies that have traditionally supported **magazines** such as **Field & Stream** and **Midwest Outdoors**. On other channels, there are homebuilding shows with contents that appeal to **Sears** and **Black & Decker**--companies that have traditionally advertised in **magazines** like **Family Handyman** and **Home Mechanix**.

One of the strengths of the **magazine** industry has been its ability to focus on selected groups of consumers no more and...

... television becomes more fragmented and specialized, poses a great danger to what has been **magazines** ' forte over the years.

We at Leo Burnett rank as the third largest buyer of **magazine** space in the world, according to Advertising Age. I am sure that, in 10 years...

...when you get right down to it, the advertiser isn't buying space in a **magazine** or time on television: He is buying exposure to his customers or potential customers. The...

...are also challenging publishers. Non-traditional advertising is going to continue to drain revenues from **magazines** . A **number** of our clients are getting into this area or have already gotten into it. The...

... spend on that is going to be taken out of other kinds of advertising, including **magazines** .

Other kinds of non-traditional advertising--bulletin boards in health clubs, talking electronic shopping carts, TV in schools and doctors' offices--are going to take a bite out of **magazines** as well.

I don't know which forms of targeted marketing will fail and which...and new and different ways of reaching customers. To the extent that they are successful, **magazines** and all traditional media will suffer. What we are now seeing may be a permanent shift away from traditional advertising.

To protect their share of the marketing dollar, **magazines** must stay relevant to their readers. They also must stay ahead of what advertisers are...

... to get advertising dollars, publishers forget that they have to serve their readers first. If **magazines** neglect their editorial mission, advertisers will not be interested in them at any price. Spending...

... on editorial is one way to remain important to readers. Spending on research is another. **Magazines** need to know exactly what it is that interests their **subscribers** . But editors must do more than sit back and write for their readers: They have...

... Still, I think anyone who wants to take his chances forecasting the future in the **magazine** business should keep an eye on what is happening internationally. In 1985, I spent almost...

...practices here. Negotiated rates, for example, are now a fact of life in America. But **magazine** rates have always been negotiated in some countries, such as France, Spain and the United...

...will look markedly different 20 years from now. That much we know.

#### THE CONTRIBUTORS TO **MAGAZINES** IN THE YEAR 2012

Dan Capell is president of Lake Group/CompuName, Inc., and editor...

...Planning Department, United States Postal Service.

John Harrington is the president of the Council for **Periodical** Distributors Associates.

Willard G. "Bill" Hadlock is executive vice president, Leo Burnett Co. Inc.

#### PRINTER PROJECTIONS

Folio: asked a **number** of **magazine** printers what would be the most significant change in the publisher/printer relationship over the...

...years. Here are a few of their responses.

More and more printers will become "one-stop shops" for publishers, as



electronic publishing systems advance in both use and ease operation...

... On-line technology will link the publisher's office with the printer to assist the **magazine** with late closing ads, more placement versatility for their agency clients and editorial selectivity to well-defined **subscriber** groups.

Terry A. Tevis, President & CEO American Signature Graphics

Publishers can no longer rely on...

DESCRIPTORS: **Magazines** ;

12/3,K/9 (Item 1 from file: 275)  
DIALOG(R)File 275:Gale Group Computer DB(TM)  
(c) 2000 The Gale Group. All rts. reserv.

01701713 SUPPLIER NUMBER: 16241948 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Bloc Dev. to spin off units, focus on most profitable opps.--Tiger Direct.**  
(Bloc Development's direct marketing division)  
Computer Marketing & Distribution Report, v3, n5, p11(1)  
March 14, 1994  
ISSN: 1071-2488 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
WORD COUNT: 12786 LINE COUNT: 01044

TEXT:

...million on net sales of \$2.3 million in the third quarter of fiscal 1994, **ended** Dec. 31, 1993. Net sales were down 49% in the quarter.  
... Ads for the notebooks are running in selected business publications, such as The Wall Street **Journal** , and in computer publications, including PC Week. The company will also feature the products in...

...million direct mail pieces to individual and corporate database developers from various lists, including the **subscriber** list of Data Based Advisor **magazine** . The direct mail piece highlights the introductory price of \$249. After three months, the software...  
...software market with this product, will run a broad-based print campaign in PC-specific **magazines** , including PC Week, Computerworld and InfoWorld, as well as in database-specific publications, Timko said...

...MA)--which said that it would expand into superstores and mass merchant outlets by the **end** of 1993 (CMDR, Aug. 2)--has yet to do so. While the company has signed...

...since July 1993 when it signed on Best Buy (CMDR, Aug. 2). The company, which **canceled** its distribution into office superstores in late 1993 when it pulled its products out of...

...better positioned for retail expansion and expects to forge new reseller relationships over the next **several** months (see story, this **issue** ). After moving into direct and the consumer electronic and superstore outlets last year, AT&T...more product-oriented message, running in business and computer publications such as The Wall Street **Journal** , PC **Magazine** , PC World and Fortune, as well as consumer **magazines** such as National Geographic. The campaign includes two new print buys for Intel--Wired **Magazine** , to better reach high-tech readers, and US News & World Report, to reach "a good...  
...s Shop and Personal Computing Tools.

SDC is running a full-page ad in PC **Magazine** to support its first CD ROM catalog, Microsoft & More, which features 45 software titles from...

...000 copies of the CD ROM catalog, Orenberg said. Microsoft & More has software products for **end** -users, as well as software developers. To support its second CD ROM catalog, Programmer's Smash Hits, SDC will run an ad in Byte **magazine** . The catalog is targeted at the programming market and will be issued the **end** of March. Participating software vendors

include Computer Associates, Symantec and Borland.  
In May, SDC will...

publications. Computer trades, including PC **Magazine** , Computer Reseller News and PC Computing comprise 75% of the publication schedule. The remaining 25...

...such as Business Week, Fortune and Inc. New to the print schedule is Working Woman **magazine** , Wagner said.

To support its retail efforts, Toshiba is placing ads in local Sunday **newspapers** . The company is also planning a merchandising campaign which includes **point -of-sale** displays. In addition to being available extensively through retail, Toshiba's portables are distributed through...

...AND SHIPPING TIMES DROP FOR PCS IN LATEST PRICE INDEX

Average prices for both high-**end** and low-**end** 486 systems dropped 4.0% to \$1884 and 2.2% to \$1392, respectively, according to...

...more than 20% this period.

Zeos posted the most significant price cut for the high-**end** systems, down 20.6% to \$1660.

JANUARY 17 1994 Computer Marketing & Distribution Report  
LEADING MAIL...

...to Mirror's \$388,793 loss on sales of \$2.36 million during the quarter **ended** Sept. 30, 1993.

MacUSA (Edina, MN) will handle the sales, development and marketing of Mirror's products, which include monitors, disk drives and **scanners** , through its DTP Direct division, a catalog reseller of Apple graphics, imaging and prepress products...

...total of 50,000 direct mail pieces, of which 10,000 will go directly to **end** users. The remainder will go to OEMs, distributors and retailers.

JANUARY 17 1994 Computer Marketing...

12/3,K/10 (Item 1 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2000 The Gale Group. All rts. reserv.

09140361 SUPPLIER NUMBER: 18876628 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Production listings. ( periodical publishing) (Directory)**

Folio: the Magazine for Magazine Management, v25, n18, p87(35)

Annual, 1997

DOCUMENT TYPE: Directory ISSN: 0046-4333 LANGUAGE: English

RECORD TYPE: Fulltext; Abstract

WORD COUNT: 30187 LINE COUNT: 02667

**Production listings. ( periodical publishing) (Directory)**

ABSTRACT: A directory of **periodical** publishing production firms and sources is provided.

... 516) 596-9618 Contact: Glenn Abelson, Susan Kaplan

\*PCAS CONTRACTS, I/Os & RECEIVABLES for single/**multiple** **magazine** publishers. Display/classified adv, short rates/rebates.

\*SM3 SALES & CONTACT MANAGEMENT links client to agency...

...972-3505 Qlarity@aol.com

Contact: Quentin Leo, President

Year Established: 1993 asia(TM) boosts **magazine** advertising sales productivity. Smoothly and effectively manages contacts, accounts, and sales. Seamless Windows 3.1...

...NT and Macintosh OS sales automation. Fast, robust, relational. Single-user and multi-user. Supports **multiple** sales staffs, **magazines** , products and 100 concurrent users over AppleTalk, SPX/IPX, TCP/IP LANs and WANs, including...

...8826

Contact: John Johanek or Robert Ayers

Specialization: Respected, affordable award-winning design for the

**magazine** industry. Full desktop design services for startups, special sections, redesigns, one-shots, spinoffs, on-going...

...other publication-related projects. Extensive experience with consumer, trade, association, special interest, regional and national **magazines**. Design and production for a variety of formats including digests and tabloids. National design awards...

...105 Ft. Lauderdale, FL 33334 (954) 537-9040

Contact: John Brady or Greg Paul

Specialization: **Magazine** design and redesign services, editorial repackaging strategies, and readership research.

Other Services: We critique publications...

...targeted reader attitude surveys for publishers who want to redesign, rethink, reposition or revitalize a **magazine**. Client list upon request.

Company Statement: Since 1984 we have provided award-winning design plus...

...consulting at no additional charge for hundreds of satisfied clients. Greg Paul is an experienced **magazine** design director. John Brady is a veteran former editor-in-chief at **several magazines**. Research: Our targeted reader-attitude surveys take the guesswork out of editorial planning. Training: Our...

...Marketing & Media Decisions, Physician's Management, Purchasing Management, Restaurant Business and US Banker. Association ABA **Journal** Association Publishing, The Blood-Horse, Hospitals and Provider.

**Newspapers**: City Pages, Minnesota Parent, The Sporting News and Variety. Start-up Groups CBS, The Economist...Technology Assessment and Implementation \* Office Automation \* Productivity Improvement \* Database Publishing \* New Profit Centers \* Ancillary Products & **Newsletters** \* Research \* Strategic Planning \* Contract Negotiations \* Process Improvement \* Executive Recruitment \* Mergers & Acquisitions.

Partial Client Roster Advertising...

...Cahners \* The Christian Science Monitor \* CompuServe \* Computerworld \* Earthwatch \* FineScale Modeler \* Golfweek \* Harvard Business Review \* Hearst **Magazines** \* IEEE Computer \* Institutional Investor \* Macmillan \* Model Railroader \* New England **Journal** of Medicine \* Reuters \* Sante \* Scholastic \* Sports: Active \* WordPerfect **Magazines** \* World Monitor \* Ziff-Davis Publishing.

Company Statement: NMI offers the unique perspective of an organization...

...FAX (212) 529-7908 e-mail: Microchic @ AOL.com

Contact: Vera Steiner

Specializations: Award-winning **magazine** design, redesigns and startups for trade and consumer publications Design and production of supplements, special sections, special issues tabloids, and **newsletters** Also media kits and sales promotion materials for your publication On-going art direction of...

...www.jfiror@wickham.com

Contact: Jane Firor

Wickham offers creative, experienced, perfectly targeted design for **magazine** prototype, launch or repositioning.

We help our clients change their publications to meet the challenges of new markets and new reading habits Each of our **magazines** has been crafted to lead its market--brash or cerebral, newsy or new wave Our...

...in.

Money saving formats, no costly gimmicks. Formats with proven uncomplicated designs to help your **magazine** readers. Electronic pre-press dept. to receive your disk, scanning, output to film Up to...

...quality, low cost formats that work, 4C up to 32" wide folded to fit your **magazine** or catalog Cut costs Now!

...printer specializing in medium to long-run consumer and business-to-business publications in digest, **magazine** or tabloid format. We are flexible.

Pre-press: Complete services from color separations, electronic imaging...

...distribution, daily scheduled pools, mail monitoring, and in-plant postal verification.

Perry offers complete, one-stop, state-of-the-art service. Call today! 1-800-737-7948 (PERRY 4U).

Quad/Graphics...Martinsburg, WV? These cities are home to Quad/Graphics, the largest privately held printer of **magazines**, catalogs and commercial products in the Western Hemisphere.

Impressed by Imaging: Quad/Graphics is the...

...Typesetting and Electronic Services: We offer a full range of services to professional and specialty **periodical** and book publishers and printers in science, medicine, technology, law, business, humanities and other disciplines...

...specialty printing, plastic cards, silk screen binders, computer supplies.

Specialization: Computer supplies and forms. One stop shopping. Everything under 1 roof. The most complete supplier to the direct mail industry. Warehouses...

...backup sheets to shipping the finished product to your advertisers. Let us be your "one stop counter card shop"! Our attractive counter cards are perfect for trade shows, point of purchase...

...us two copies of your advertisements, extra personalized backup sheets and a copy of your **magazine**.

Laminall, Inc. (\*) 11-42 46th Road Long Island City, NY 11101 (800) 843-1233 FAX...Sample: For a free customized Laminall Counter Card just send us two copies of your **magazine**.

Paper Manufacturers: Coated Stock

Publication Paper Business Coated Sample Requests: (800) 852-8006 Mill Location...specialist. It offers a wide selection of quality coated free sheet and groundwood grades for **magazines**, books and catalogs. In addition, Consolidated manufactures premium quality supercalendered web offset and rotogravure papers...specialist. It offers a wide selection of quality coated free sheet and groundwood grades for **magazines**, books and catalogs. In addition, Consolidated manufactures premium quality supercalendered web offset and rotogravure papers...

DESCRIPTORS: **Periodical** publishing...

PRODUCT/INDUSTRY NAMES: 2721000 (**Periodicals**)

12/3,K/11 (Item 2 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB

(c)2000 The Gale Group. All rts. reserv.

07647625 SUPPLIER NUMBER: 15857429 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Distribution woes. (declining newsstand circulation) (includes related article on preventing newsstand fraud)**

Cyr, Diane

Folio: the Magazine for Magazine Management, v23, n19, p170(3)

Annual, 1995

ISSN: 0046-4333

LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT; ABSTRACT

WORD COUNT: 2388

LINE COUNT: 00188

**Distribution woes. (declining newsstand circulation) (includes related article on preventing newsstand fraud)**

ABSTRACT: Newsstands only sell about 30%-50% of the **magazines** they receive every month. Thus publishers waste about 600,000 tons per year on **magazines** that never get sold. Also, publishers only receive 43%-53% of the cover price for **newsstand** distribution. One reason for declining

**newsstand** sales is that **magazine** racks are often overcrowded and overstocked. Some retailers have improved sales by stocking titles better ...

Poor sell-through means big waste. Even if the top 130 **newsstand** titles sell six out of 10 of their **newsstand** copies, they're still shredding an average of 52 million **magazines** per month, or nearly four billion pages. Add up a year's unsold **newsstand** copies nationwide, and it comes to about 600,000 tons, according to the **Magazine Publishers of America**.

Throughout the industry, **newsstand** sell-through continues to erode. "Twenty years ago," says David Maisel, partner, Publishing Management Services, a New York City-based **newsstand** consulting firm, "approximate sell-through [percentage] was somewhere in the mid 50s. Today I'm...

...being somewhere in the mid to low 40s.

All of this has more and more **magazine** industry observers wondering again whether there's something seriously wrong with the **magazine** distribution business. The wasteful singlecopy sales system needs to change its ways, many believe. There...

...what's hurting efficiency, and why. Here are seven of the main culprits:

1. Too many **magazines**. Recession or no, **magazine** entrepreneurship continues unabated. Last year, according to new-**magazine** maven Samir Husni, who produces Samir Husni's Guide to New Consumer **Magazines** (published by Folio:), 789 new consumer titles were launched, most landing on newsstands already bursting...

...handled by wholesalers," says John Harrington, president of the New York City-based Council for **Periodical Distributors Association**. "Today, it's 3,300."

2. Deteriorating relationships. For years, **newsstand** cover-price proceeds have been divided up using a fairly consistent formula: For each **magazine** sold, 5 to 7 percent of the cover price goes to the national distributor, which...

...s making the money they used to make," says George Lennox, operations director for Murdoch **Magazines Distribution** division. Publishers aren't raising cover prices, which hurts everyone's profits. Some, like...

...bulging racks and their own cash binds, often return titles for credit weeks before the **end** -of-sale date.

3. Too many stores. Walk into your average mega-supermarket and you'll see 20, 30, even 40 checkout lanes--each, most likely, with its own **magazine** rack. That means in one store alone, Hachette Filipacchi's Elle, say, has to hold...

...Cosmo sold 90 percent every month," says Harrington. "Today, you've got about the same **number** of **copies** that sell, but the efficiency is in the 60s. To get coverage, they've had to put more **copies** in there."

4. Too many **subscribers**. The push for **magazine subscriptions** "keeps taking more and more readers off the market," insists Derby, Connecticut-based **newsstand** consultant Ron Scott. "I sell one **magazine** in the United States with a 50 percent sell-through, and in the United Kingdom, which has no **subscribers** and just as many **magazines**, I sell 80 percent of the same **magazine**." The way Scott sees it, **magazines** 'lowball **subscription** offers "convince people that **newsstand** prices are ridiculous," and discourage browsers who might otherwise buy eight or so single copies...

...did," such as marketing to retailers, according to Joe Gallo, General Media's director of **newsstand** operations.

What was the result? Sell-through has fallen monthly, according to one wholesaler who...

...Too many "phantoms." Once a month, a wholesaler's truck driver might decide to "tap" **magazine** bundles bound for retailers, shorting each one by a few copies that he then resells...

12/3,K/12 (Item 3 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2000 The Gale Group. All rts. reserv.

07170621 SUPPLIER NUMBER: 14698396 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Printing and publishing. (Industry Overview)**

Lofquist, William S.; Zummo Bratland, Rose Marie  
U.S. Industrial Outlook, p24-1(17)

Annual, 1994

DOCUMENT TYPE: Industry Overview ISSN: 0083-1344 LANGUAGE:

ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT

WORD COUNT: 13633 LINE COUNT: 01170

**TEXT:**

...thirds of the industry's shipments tied to advertising, a buoyant economy is required to **end** the gradual erosion of the print media's share of total U.S. advertising expenditures...

...advertising budgets in 1994, and increase the number of advertising pages in the nation's **newspapers** and **magazines** .

... printers and publishers to reappraise their traditional markets. Printed products originally issued as books, directories, **newsletters** , and reference materials increasingly appear in the form of audio books, laser disks, compact disks...

...the total. Approximately 60 percent of U.S. printed product exports consist of books and **periodicals** , but a wide variety of other items, including greeting cards, catalogs, labels, posters, decals, playing...

...increasingly international clientele. - William S. Lofquist, Office of Consumer Goods (202) 482-0379, September 1993.

**NEWSPAPERS**

Although **newspaper** industry receipts continued to show a loss in constant-dollar terms in 1993, they fell...

...less than 1 percent from 1992. Receipts totaled about \$35.9 billion.

First-quarter 1993 **newspaper** advertising was on a strong upward swing, but slowed by the second quarter. For the year, **newspaper** advertising revenues were expected to show a gain of 3 to 4 percent, coupled with...

...country, businesses, especially large retail chains and supermarkets, held back on their advertising. In addition, **newspapers** ' classified advertising (employment, real estate, and auto) recovered at a slower pace in 1993 than **newspaper** publishers anticipated earlier in the year. While both local retail and classified **newspaper** advertising receipts showed some gain in ...national advertising receipts continued to drop.

Circulation revenue gains were largely due to increases in **newsstand** and **subscription** prices. Total **newspaper** circulation remained nearly flat in 1993, although morning and Sunday circulation gained slightly as evening circulation continued to decline.

**Newspapers** are dealing with more complex market trends on the local and national levels. Increasingly, **newspapers** have had to compete for advertising dollars and audience with direct-mail operations, cable television, community-based shopper **newspapers** , radio, local television, Yellow Pages, and weekly **newspapers** . Not only have **newspapers** ' competitors been changing, but community demographics, local retail markets, and households have changed as well.

Despite these challenges, **newspapers** have remained profitable, although profits have dropped in recent years. Lower-than-expected prices for newsprint, cost-cutting measures, and higher advertising rates have helped **many newspapers** to remain profitable, but sharp newsprint price hikes in 1993 were expected to weaken earnings...

...to attract readers and advertisers.

Momentum Builds, Then Slows For Advertising  
Revenues

According to the **Newspaper** Association of America (NAA), **newspaper**

advertising spending was expected to rise 3 to 4 percent 1993, after increasing about...

...classified advertising spending grew nearly 6 percent during the same period. National advertising spending in **newspapers** during the first quarter declined about 1 percent, compared with the first quarter of 1992 ...

...reach the growth levels forecast earlier in the year. For the rest of 1993, total **newspaper** advertising spending was forecast to show slower growth. **Newspaper** advertising pages were expected to be flat or down about 1 percent. **Newspaper** advertising rates were up an estimated 4 to 5 percent in 1993.

Local retail and...

...recovery in regional markets where the local economy was healthier - the South, Southwest, and Midwest. **Newspapers** in the East and West experienced slower, more gradual advertising growth. Some publishers, including The...

...Company and Times Mirror Company, still showed declines in classified advertising early in the year.

**Newspapers** ' share of total media advertising expenditures continued to shrink in 1993. Their share has dropped...

...the decade, direct-mail marketers have been the main beneficiaries of these advertising losses for **newspapers**. Direct-mail's share of total media advertising climbed from more than 15 percent in 1982 to more than 19 percent in 1992. **Newspapers** remain heavily dependent on advertising revenues. According to 1991 Census data, daily **newspapers** received about 76 percent of their total receipts from advertising; weeklies obtained about 71 percent from this source. Over the past few years, advertising's contribution to total **newspaper** receipts for both dailies and weeklies has dropped slightly.

Circulation Remains Stagnant

While total **newspaper** circulation was expected to show almost no gain in 1993, circulation revenues rose between 3...

...According to the Audit Bureau of Circulation, two-thirds of the top 100 U.S. **newspapers** reported some daily circulation gains for the six months ended March 31, 1993. **Newspapers** showing circulation increases of 5 percent or more from a year earlier were USA Today, the Baltimore Sun, the Denver Post and Investors Daily. **Newspapers** attributed their circulation growth to public interest in the Presidential campaign and the new Administration, aggressive marketing efforts, and the death of **several** competing dailies. However, most daily **newspapers** have failed to keep up with household growth.

Among the factors accounting for stagnant **newspaper** circulation over the past **several** years has been the sluggish economy, which led some readers to curtail purchases of their daily **newspapers** and put **several** sizable **newspapers** out of business. In 1992 there were 1,570 daily **newspapers** with a total circulation of just over 60 million, compared with 1,586 dailies in...

...ridden New York Post briefly suspended publication in July 1993.

Circulation losses also occurred as **newspapers** raised **newsstand** and **subscription** prices sharply to compensate for sagging advertising revenues. The NAA reported that daily **newspapers** charged an average of \$0.35 for a copy in 1992, compared with \$0.32...

...charged \$0.35 for a single copy, compared with 779 in 1991.

U.S. weekly **newspapers** have fared somewhat better than dailies. Their number dropped from 7,417 in 1992 to...

...switched to weekly publication, accounting for some of the circulation gain.

Industry Structure and Operations

**Newspaper** chains owned 76 percent of the U.S. dailies in 1992.



young adults, aged 18...

...and a wide range of media wanting to provide the public with entertainment and information, **newspapers** will have to become more valuable information sources in such areas as health and fitness...

...print forms.

Large retailers and national advertisers should find it easier to purchase advertising from **newspapers** as electronic data interchange systems become available for handling advertising transactions via computer. To make it easier for national advertisers to purchase advertising in a **number** of **newspapers** at the same time, **newspapers** will soon offer a "one-order/one-bill" **newspaper** advertising network. **Newspapers** should also attract more advertising when they begin producing and distributing special **newspaper** sections for delivery only to households that **subscribe** to them. Other targeted advertising strategies will include selective delivery of advertising inserts to counter direct-mail's continuing threat.

Although some **newspapers** are joining with telephone and cable companies to create new electronic products, many still view these communication businesses as formidable competitors vying with **newspapers** for readers' and advertisers' time and money. Over the next few years, **newspapers** increasingly will form alliances with other media, including television, cable, and phone companies. They will...

...companies from providing electronic information services over their own telephone lines.

At the same time, **newspapers** will assess their own role in the electronic communications networks more carefully as telephone and cable television companies increase their ability to send huge amounts of information through these networks. **Newspapers** ' ability to gather, analyze, and report the news places the medium in a strategic position...

...are exploring electronic communication technologies and opportunities through their own organizations or with other companies. **Newspapers** will become more involved in media/ communications alliances on a global level as they seek...

...M91(AS)-2, Bureau of the Census, U.S. Department of Commerce, Washington, DC 20233. **Newspapers** , **Periodicals** , Books, 1987 Census of Manufactures, MC87-1-27A, Bureau of the Census, U.S. Department...

...Editor & Publisher Co., 11 West 19th St., New York, NY 10011. Telephone: (212) 675-4380. **Newspaper Newsletter** , Morton Research, 1037 30th St., N.W., Washington, DC 20037. Telephone: (202) 337-9090. Presstime, **Newspaper** Association of America, Inc., 11600 Sunrise Valley Dr., Reston, VA 22091. Telephone: (703) 648-1000. Publisher's Auxiliary, National **Newspaper** Association, 1627 K St., N.W. Washington, DC 20006. Telephone: (202) 466-7200.

#### **PERIODICALS**

**Periodical** advertising continued to recover in 1993, but at a slower-than-expected pace. After experiencing...

...about the nation's economic recovery kept advertisers from substantially increasing their advertising budgets for **magazines** . Circulation was expected to be flat for the year or down slightly. **Magazine** industry receipts totaled \$22.8 billion, up slightly more than 1 percent in constant dollars from 1992.

Advertising in consumer **periodicals** during the ...sharp gain in advertising pages during the first quarter, advertising pages were flat for consumer **magazines** during the second quarter. Advertising gains for the business press were also more impressive early...

...advertising promotions, and direct mail became more intense as publishers vied for shrinking advertising dollars. **Magazines** continued to fight their image as a secondary advertising medium by offering advertisers targeted markets...

...to boost profit gains in 1993. Over the year, publishers focused on the effectiveness of **magazine** advertising, the profitability of circulation, and on the growing importance of pleasing their readers. In addition, publishers directed their attention to recycling issues and state and Federal tax proposals affecting **magazines**.

#### Advertising Recovery Slows

After experiencing their strongest first quarter in eight years, consumer **magazines**' advertising growth halted in the second quarter. Publishers Information Bureau reported that for the first...

...and revenue declines in July. In many instances, large advertisers reconsidered their advertising commitments to **magazines** and canceled or cut back their scheduled advertising on short notice as business growth slowed. Publishers resorted...

...pages grew 1 to 2 percent, and advertising receipts rose 5 to 6 percent. Consumer **magazine** groups recording the most growth in advertising revenues in 1992 included woman/fashion/service, outdoor and sports, national business titles, and computer **magazines**. In 1993, advertising recovery for **magazines** was spotty; some **magazines** in special-interest segments did well while others in the same group recorded declines.

Most of the top 10 consumer **magazine** advertising categories recorded revenue gains during the first half of 1993. Categories showing the largest...

...toiletries/cosmetics. Computer/office equipment/stationery and cigarettes/tobacco experienced substantial declines.

Business and professional **magazines** as a group saw no growth in advertising pages in 1992, and very little overall...

...and marketing, and construction-related publications.

From 1982 to 1992, advertising's share of total **magazine** receipts have declined slightly for both consumer **magazines** and the business press. In 1982, advertising accounted for 55 percent of total consumer **magazine** receipts. By 1992 it had fallen to 51 percent. Over the same decade, advertising receipts...

...and professional publications dropped from 63 percent of total receipts to 60 percent. A growing number of business and professional **magazines** have gone from controlled circulation (sent free to industry executives and professionals) to paid circulation...

...have become more difficult to obtain. As their advertising receipts have become more unpredictable, consumer **magazines** have looked more to increasing circulation revenues.

#### Circulation Declines

Economic uncertainty, weak consumer confidence, and modest gains in real disposable personal income took their toll on consumer **magazine** circulation in 1992 and 1993. Although a record number of new **magazines** were started in 1992, **magazine** suspensions increased in a number of **magazine** groups in 1992 and 1993.

Audit Bureau of Circulation (ABC) data for 1992 reported that for the 570 consumer **magazines** tracked, total circulation fell for a second consecutive year. Annual combined circulation per issue for single-copy and **subscription** circulation each declined by about 1 million. Single-copy circulation totaled about 71 million per issue, while **subscriptions** numbered about 292 million per issue for consumer **magazines**. This was the first time since 1976 that **subscription** circulation fell for these ABC-audited **magazines**, although in 1991 **subscription** circulation was virtually unchanged from the previous year.

**Newsstand** **magazines** accounted for 20 percent of total consumer **magazine** circulation in 1991, but for 31 percent of total **magazine** circulation revenues; **subscription** represented 80 percent of circulation and 69 percent of circulation receipts.

Over the past decade, publishers have charged higher cover prices for **newsstand** editions of their publications than for **subscriptions** and have also increased rates on **newsstand** prices more rapidly. However, higher **magazine** cover prices in recent years have led to declining **newsstand** sales as consumers became more cautious in their purchasing. In the past few years, publishers have resisted increasing **magazine** cover

...surged over the past decade, primarily the result of U.S. business demand for printed **bar codes** to control inventory. Shipments of label and wrapper printing in 1993 reached \$4.2 billion...households should be formed over this period, creating new markets for print advertising materials, including **magazines**, catalogs, and direct mail. An estimated 2 million new U.S. businesses will start up...

...Production and Capacity Utilization, SIC 274-6,8,9, Job Printing.  
Industrial Output Section, Mail **Stop** #82, Division of Research and Statistics, Board of Governors of the Federal Reserve System, Washington...

12/3,K/13 (Item 4 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2000 The Gale Group. All rts. reserv.

05820340 SUPPLIER NUMBER: 12083271 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
Magazines in the year 2012: on our 20th anniversary, the best and brightest in the business present us with their forecasts for the magazine industry's next two decades. (includes related articles)  
Capell, Dan; Romano, Frank; Cost, Frank; Power, Frank; Harrington, John; Hadlock, Willard G.; Callahan, Sean  
Folio:'s Publishing News, v21, n4, p79(8)  
April 1, 1992  
ISSN: 1043-8688 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
WORD COUNT: 5879 LINE COUNT: 00455

Magazines in the year 2012: on our 20th anniversary, the best and brightest in the business present us with their forecasts for the magazine industry's next two decades. (includes related articles)

TEXT:

...the best and the brightest in the business present us with their forecasts for the **magazine** industry's next two decades.

... month (page 6) FOLIO: founder Joe Hanson takes us back to the beginnings of this **magazine** and recounts its evolution to the present. His story, not unlike that of many FOLIO...

...one of faith and pluck. Hanson's recognition of a need for management information about **magazine** publishing was a novel idea then; 20 years later it has become a vital necessity,

Although we can learn some things from our past, FOLIO: recognizes that what today's **magazine** managers really need is insight into the future so that they can be better prepared...

...trends that developed in the last decade, one can reliably predict their effects on consumer **magazine** circulation in the next 20 years. So, in no particular order of importance:

Leisure-time...

...consumer's reading time is more limited. Reading time will continue to be affected-and **newsstand** purchases, as a result, will be more infrequent.

Inflation curbed: The decade of the 1980s has been the most conservative, in terms of pricing, in the recent history of **magazine** publishing. Only 15 percent of the industry has consistently raised prices in the last five...

...circulation director's importance will equal, and eventually surpass, that of the ad sales director.

**Newsstand** decline: Fewer titles will be sold at retail in the next 20 years, with most **magazines** opting for very limited distribution to high-volume, high-efficiency locations only. The first category of **magazines** to cut back significantly on **newsstand** distribution will be the newsmagazines, which will cause an industry-wide examination of this sales channel.

Rate-base shortfalls: In the 1980s, only about 50 percent of ABC **magazine** members actually made specific advertising rate-base claims. More significant, of the 50 percent that...

...the decades ahead, ratebase management will be a circulation director's most important job.

Total **magazine** audience still the favorite: Advertisers have already begun to make the switch away from mass...

...consequence of rate cutting, the ABC will discover a new auditing opportunity in verifying a **magazine** 's advertising revenues.)

Controlled circulation: As new business acquisition costs continue to escalate, controlled circulation...

...who do not make the change to hard offers will be consumed by the never-ending treadmill of poor conversion rates coupled with higher and higher new business requirements.

Telemarketing explosion...

...other than to increase their telemarketing efforts. Renewal telemarketing is already a reality for most **magazines** . New business telemarketing will be as important as direct mail in the 1990s.

Break-up...There were no electronic publishing systems at the pre-press shop, let alone at the **magazine** . Color **scanners** were rare anywhere. The use of color in most **magazines** was minimal, and the personal computer was in the process of being invented. Looking ahead...

...to the art department, then goes back to scanning the summaries from the dozen technical **journals** that had been retrieved for him the previous night.

The editorial arrives in the art...

...is looking for to stock photo houses in New York and Atlanta. Because of the **magazine** 's standing accounts, her voice command sends the picture via a dedicated network directly to...

...the selected picture, with all rights cleared for this use, which is routed to the **magazine** 's accounting department.

Later that morning, the finished layout appears on the editor's screen...

...forwards it to production. There the page goes into the final open form for the **magazine** version, and is sent to the printer by modem.

A number of readers still like...

...a plant that will produce the CD-ROM version.

The best-selling version of the **magazine** is on-line, however.

**Subscribers** use their workstations to download Typeuniverse or any **number** of other on-line **magazines** . They insert a non-volatile, read-only wafer into their workstations to get the latest...

...his competitors' publications to read later, as well as a copy of his favorite skiing **magazine** . It is nearly noon and the workday over. (Nearly everyone works a four-day week, but the workday is only three hours long-despite the fact that most specialized **magazines** like Romano's have fewer than six people in the office at one time.)

He decides to look at the skiing **magazine** before heading home for lunch. Each issue has a pictorial feature with a full-motion...that he keeps in the bottom drawer of his desk, and takes to the slopes.

**Magazines** still cause action

Some 90 seconds later, the program informs him that he wiped out...

...lunch and try the real thing. Then another thought hits him: Despite the fact that **magazines** are easier to produce and ingest than ever before, they still serve as a primary...

...separators have begun to offer image-bank services to their clients, maintaining large databases of **scanned** images for re-use, some printers are diversifying to include electronic products. Some of the...

...input from their clients in structured, tagged file formats, and

producing products ranging from printed **journals** to hyper-text applications and online database services.

Within the next decade, printers will be receiving...

...preparation, press makeready and press control, will be automated. This will significantly reduce the front-end costs in the printing process, allowing shorter runs and increased variability within a run, creating... 300 million) will still depend on the U.S. Postal Service for delivery of letters, **magazines** and selected ad material.

New technologies will also allow mailers to know where their mail is at all times. If a **magazine** mailing is delayed, customers will be able to dial a Postal Service center and locate...

...as most personal computers will automatically generate the proper codes for envelopes, flats, parcels and **magazines**. For those who still prefer to write by hand, sophisticated automated **scanners**, in concert with optical character-recognition software, will decipher the handwriting, generate the proper **barcode**, and send the letter efficiently to a dispatch point.

**Barcodes** will remain a key component in automation. As **barcodes** expand, information contained in each one will be important to the routing of the piece...

...for example, is still likely to cost less than a candy bar or the daily **newspaper**.

Technology will be behind **many** of the advances and efficiencies in the Postal Service of the future. But what can...

...heart of the Postal Service, will meet their appointed rounds-whether she is operating a **barcode** sorter inside a mail processing center or he is slogging through snow on a country lane.

We ('ll) deliver ! THE FUTURE OF SINGLE-COPY SALES

John Harrington

President, CPDA

**Several** years from now, when the entire **magazine** industry is universally regarded as one of the most profitable of all businesses, the **newsstand** sector will take pride in the fact it led the rest of the industry out of the doldrums of the early nineties.

The 1980s saw **newsstand** dollars, as reported by Council for **Periodical** Distributors Associates (CPDA), grow by more than 100 percent. Most wholesalers' title files grew during...

...10 percent, even though most of the major titles showed unit declines.

However, by the **end** of last year, for the first time in the post-world War II period, **newsstand** dollars fell. Dollar losses and unit fall-offs of as much as 10 percent in...non-ABC-audited sales amount to as much as 20 percent of total volume.

This **newsstand** resurgence is occurring while advertising is still soft and **subscription** marketing is challenging, to say the least. Will the turnaround last? It is probably too...

...definitive answers, but there are positive indicators:

- \* Retailers have been showing a new interest in **magazines**. Even at the lowest **point** of the **sales** line, wholesalers did not report any great waves of complaints from retailers. Why? Probably because **magazines** were still doing better than most other products.

- \* The recessionary mood of the public has also made **magazines** look like a good value. They are relatively inexpensive forms of information and entertainment, and they offer tremendous variety.

- \* The renewed, or even new, interest in retail sales of **magazines** has not been limited to supermarkets (where more than 50 percent of **magazine** retail sales already takes place). Rather, mass merchandiser interest is picking up. Several years ago, in conjunction with the **Magazine** Publishers of America, CPDA issued a series of direct product profit (DPP) studies, one of which focused on mass merchandisers. The report, prepared by consultants Deloitte & Touche, demonstrated that **magazines** were underspaced and undermarketed by mass merchandisers. That report alone did not turn on the...

they are successful, **magazines** and all traditional media will suffer. What we are now seeing may be a permanent shift away from traditional advertising.

To protect their share of the marketing dollar, **magazines** must stay relevant to their readers. They also must stay ahead of what advertisers are...

...to get advertising dollars, publishers forget that they have to serve their readers first. If **magazines** neglect their editorial mission, advertisers will not be interested in them at any price. Spending...

...on editorial is one way to remain important to readers. Spending on research is another. **Magazines** need to know exactly what it is that interests their **subscribers**. But editors must do more than sit back and write for their readers: They have...

...Still, I think anyone who wants to take his chances forecasting the future in the **magazine** business should keep an eye on what is happening internationally. In 1985, I spent almost...

...practices here. Negotiated rates, for example, are now a fact of life in America. But **magazine** rates have always been negotiated in some countries, such as France, Spain and the United...

...DESCRIPTORS: **Periodicals** --...

...**Periodical** publishing...

...**Magazine** advertising

12/3,K/14 (Item 5 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2000 The Gale Group. All rts. reserv.

05218831 SUPPLIER NUMBER: 09311514 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Cutting costs, boosting prices. ( newspaper industry, 1991)**

Garneau, George

Editor & Publisher, v124, n1, p12(9)

Jan 5, 1991

ISSN: 0013-094X LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

WORD COUNT: 8303 LINE COUNT: 00665

**Cutting costs, boosting prices. ( newspaper industry, 1991)**

**Newspapers** ' 1991 budgets call for reduced staffs, slower pay hikes, trimmed news holes, less expansion and...

...prices

Nineteen-ninety was one of the worst years in a decade or two, and **newspaper** executives expect more of the same this year.

The issue has shifted from whether there is a recession -- for **newspapers** it is a given -- to how deep and how long it will be.

Almost without exception, publicly-traded **newspaper** companies told analysts at PaineWebber Inc.'s annual Media Week in December that 1990 advertising...

...than anybody had anticipated at the weeklong review and outlook sessions a year earlier. While **newspapers** expect to rebound, their recovery hinged on an uncertain economy.

"Business stinks," said Gordon Medenica...

...president for marketing of Knight-Ridder Inc., who in late 1989 predicted rosily that total **newspaper** ad revenue would increase 5% in 1990, downgraded his estimate--to a decrease of 1% to 2%.

Medenica said **newspaper** revenue growth, anticipated at 5%, will end 1990 flat, as costs increased 3% or 4%. As a result, 1990 **newspaper** profit margins would decline by 3%, and 2% more this year. Under that scenario, 1989...

...margins of over 17% would fall below 13%, the lowest in at least five

"bloated" and "inflexible" labor structure.

**Newspaper** operating profits plunged 21% for the first three quarters of 1990. Excluding the Daily News, income rose 2%.

**Newspaper** ad revenue slipped 2% last year, circulation revenue improved 7%, and payroll costs rose about...

...and Sunday.

Three of four television stations were expected to post 1990 declines, and Newsweek **magazine**, despite declines in some categories, expected one of its best years ever. Cable tv revenue...

...nor real estate to rebound dramatically.

The Post was raising the cost of Sunday-only **subscriptions** to \$1.50, from \$1.25, to boost revenue by as much as \$4 million and to encourage seven-day **subscriptions**.

The Post's Sunday **magazine** continues to lose "a couple of million" dollars a year, but losses have not worsened...

...COMPANY NAMES: McClatchy **Newspapers** Inc...

DESCRIPTORS: **Newspapers** --...

...**Newspaper** advertising...

...**Newspaper** publishing

12/3,K/15 (Item 6 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB

(c)2000 The Gale Group. All rts. reserv.

04137040 SUPPLIER NUMBER: 08064165 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**29 ways to reduce production costs; a common sense approach to saving money without compromising your quality standards.**

Herschbein, Irving

Folio: the Magazine for Magazine Management, v18, n11, p152(5)

Nov, 1989

ISSN: 0046-4333 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

WORD COUNT: 3874 LINE COUNT: 00278

... they only save money--but never at any time compromise the quality standards of the **magazine** you're producing.

1. Bargain for paper weight and price

Paper is the most expensive...

...size of your issue. User heavier weights on small issues and lighter weights on big **issues**.

**Several** years ago, we encouraged suppliers to make lighter-weight paper, 32- or 34-pound. Europeans...

...range in pricing is phenomenal--and the price differences could make or break a new **magazine**. You should know that you can bargain on the price of paper.

2. Separations: Dupe...

...a dupe and assembly operation. Instead of color stripping, the separator makes separations through the **scanner**. When doing three or more illustrations on a page, there's a big savings.

Although...

...PCs. We are now one year into the plan and have five out of 11 **magazines** using PCs. Next we'll go into electronic page make-up. Atex reduced two enormous...

...ink setting on the press also helps.

6. Printruns: Order less

When you know how **many** **copies** you want, how **many** do you order? Say you need 500,000--300,000 for the **newsstand** and 200,000 for **subscribers**. The printer asks if you will accept under 500,000. If you say

you must...

...accepting an under-run. If you are short 2,000 copies, you can always delay **subscription** starts for a month. Of course, you have to work closely with the circulation department...

...Even an overrun of one-half of 1 percent was giving us warehouses full of **magazines**. These percentages are negotiable, depending on ...Pool shipping pays

Only a few printers have enough volume to justify pool shipments of **magazines**. The trick is to find printers who will use pools.

Printers who have pools operate...

...get better rates that they can pass on to you. Some combine the output of **several** printers.

If your **magazine** is not time sensitive, you can gain more savings by telling your printer you don't care what time your **magazine** comes out. Ask the printer where he has the time. The printer will be delighted...

...t buy paper for promotion's use

In this case, I am not talking about **magazines** directly, but about promotion materials for circulation, including bind-in and blow-in cards and...

...This will save you an inventory of odd amounts that you will have to junk **periodically**.

12. Look for volume discounts

Discounts and rebates from suppliers are perfectly legal.

We like...

...paper, you have tonage; for printing, you can work with print orders or pages, or **number** of **magazines**; for separators, you have **number** of separations or pages, or more time to make the steps; and for typesetting, you...

...Any change could affect advertising and editorial.

There are no standard trim sizes. Although some **magazines** have gone to smaller trim sizes to save money, there has been a recent trend...

...example, is 9" x 12". There are perhaps only four printers who can print a **magazine** that size.

You can change the width on most presses by changing the ...not pay an hourly rate. We get a fixed price.

17. Prep at the front **end** saves money

There are savings in the front **end**, or prep, area you may have overlooked. Many people have avoided this area for savings...

...or an eight-page flat.

There are restrictions on you, but prep at the front **end** saves money and gives you a better looking book. We have 11 different **magazines** and five ways of doing prep. Two **magazines** supply mechanicals on eight-page flats; others are made up by the typesetter, and others...

...is not just one way to do it.

18. Look at uncoated paper

Not all **magazine** paper must be coated. If you are using a lot of text with no illustrations...

...or matte finish. It is less expensive and will also give more bulk to your **magazine** if you need that. Details uses matte paper. It can be more expensive than coated...

...glare-free or matte.

19. Paper weight: Mix and match

Considering using different weights for **subscription** and **newsstand** copies. Heavier weights on **newsstand** copies protect the **magazine** from damage that might result from handling. Reducing the cover weight on **subscription** copies will save on postage.

20. Supply art and type together



Price your pages based on...

...That's lots of wasted money. We have a limit of two Cromalins; at some **magazines**, the editor and art director get one ...after the job is done. Think what that does for your cashflow!

27. Control front-end charges

Put in your own camera/photostat department. Inexpensive color copies, cameras that function in...

DESCRIPTORS: **Periodicals** --...

...**Periodical** publishing

12/3,K/16 (Item 7 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2000 The Gale Group. All rts. reserv.

03686418 SUPPLIER NUMBER: 06506492 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Special report: magazine cover paper; as new advertising and circulation cover opportunities arise, the choices of cover stocks, configurations and finishes are changing. (includes related article explaining the questionnaire sampling taken)**

Wiener, Norman

Folio: the Magazine for Magazine Management, v17, n7, p97(5)

July, 1988

ISSN: 0046-4333 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

WORD COUNT: 3052 LINE COUNT: 00239

**Special report: magazine cover paper; as new advertising and circulation cover opportunities arise, the choices of cover stocks...**

TEXT:

Special Report: **Magazine** cover paper

Many **magazine** publishers still regard the **magazine** cover simply as an editorial and graphic place to present--either literally or conceptually--the...

...in binding capabilities and postal regulations, a growing number of publishers are discovering that the **magazine** cover is fertile new ground for editorial and advertising development.

In cooperation with FOLIO: **magazine**, Walker Wiener Associates (WWA), a Briarcliff Manor, New York-based market research firm specializing in paper, printing and print media, undertook a detailed investigation of the changing role of **magazine** covers. WWA's research in this area was based on three distinct efforts: . A mail survey that was conducted among a sample of major consumer and business **magazine** publishers. (For an explanation of the characteristics of the sample, see sidebar.) . Additional interviews with a handful of **magazine** publishers. . A review of **several** thousand **magazine** covers at the Eastern **Newsstand** in New York's Pan Am Building.

1. Trends to watch

Our investigation revealed that, without question, **magazine** covers and cover wraps are clearly increasing in importance. Some of the trends to monitor in this regard include the following:

1. **Magazine** cover pop-ups: These are likely to become a focus of selected issues. The current success of **magazine** inserts with this capability is likely to spread over to the cover.

2. Three-dimensional...

...television spectaculars, some publishers are likely to chance one issue as a tie-in.

3. **Magazine** coverserts: You've heard of **magazine** inserts and outserts, now get ready for coverserts. These are inserts that might be press...

...the thrust of most initial efforts, since it works well on the bindery lines of many **magazine** printers. However, paper-based envelopes are

12/3,K/17 (Item 8 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2000 The Gale Group. All rts. reserv.

02970535 SUPPLIER NUMBER: 04399185 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Exhibit hall directory - the Folio: Show.**  
Folio: the Magazine for Magazine Management, v15, p135(22)  
Sept, 1986  
ISSN: 0046-4333 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
WORD COUNT: 25035 LINE COUNT: 02253

... Thomcomp, Inc. Tru/Check Computer Systems, Inc. Worlco Data Systems  
Collection Agencies United Wire Service/**Magazine** Collection Bureau  
Color Separators Blazing Graphics Dixie Graphics G.S. Lithographers  
Mandarin Offset SFC Graphics...

...RAC Information Systems, Inc. 3M Media Services, Inc. Vista Computer,  
Inc.  
Consultants Automated Mail International **Periodical** Studies Service  
U.S. Lithograph, Inc.  
Cover Material Manufacturers Cromwell Leather Company  
Direct Mail Lettershops...

...Envelope Corporation First Impressions Lithographic Co., Inc. Johnson &  
Hayward, Inc. Lindalith, Inc. United Wire Service/**Magazine** Collection  
Bureau  
Direct Mail Promotion Services The Flexi Group, Inc. Innovative  
Packaging Corp. Moore, Response...Inc. Reprint Services Science Press The  
Sheridan Press Stephenson, Inc. Thamesmouth Printing Group The Times  
**Journal** Company United Color Waverly Press, Inc. The Webb Company A.D.  
Weiss Lithograph Co., Inc...

Company representatives at exposition: Edward Newman, vice president; Larry Hawkey, sales...

...DESCRIPTORS: **Periodical** publishing

12/3,K/18 (Item 9 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2000 The Gale Group. All rts. reserv.

02835689 SUPPLIER NUMBER: 04120415 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Revitalizing single-copy sales.**

Reese, Diane

Folio: the Magazine for Magazine Management, v15, p84(1)

Feb, 1986

ISSN: 0046-4333 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

WORD COUNT: 7060 LINE COUNT: 00559

TEXT:

No doubt about it, 1985 was not a good year at the **newsstand**. From women's to weeklies, **magazine** sales were mediocre at best and often worse, although the addition of new titles and...

To hear some distributors tell it, single-copy circulation has been the forgotten stepchild of **magazine** publishers for an inexcusably long time. The neglected child, they say, finally got sick. But...

...and wholesalers say they are pursuing a rigorous "back to basics" approach--getting the right **number** of **copies** to the right places at the right time, keeping racks stocked and neat, working extra...

...come into the 20th century) in their efforts to be more innovative, sophisticated marketers. Although **magazines** are by nature a vital, ever-changing product, the industry has not conveyed that message...

...or consumers through exciting merchandising and promotion programs. Nor has the industry convinced retailers that **magazines** are a must-have product in their stores.

In short, plenty is going on in the industry to help boost single-copy sales. Individual efforts abound--**many** examples follow--and industry-wide efforts are beginning to gel. But much more is needed, participants readily admit. And, of course, they as readily offer suggestions.

What's the problem?

**Newsstand** sales have undeniably weakened, although the severity of the slump is open to debate. Wholesalers...

...swallow only 2.6 percent growth, and the picture has not improved much since.

Some **magazine** categories are hurting more than others. **Newsstand** unit sales of ABC-audited men's "sophisticates," for instance, plunged 10.5 percent in...

...closer to 30 percent.) Weeklies were off 5 percent, and the "Seven Sisters," all big **newsstand** sellers, also dropped collectively by 5 percent. In other categories, sales have been a mixed...

...forms of entertainment such as cable TV and Walkmans, are competing head to head with **magazines** for consumers' precious leisure time.

Lifestyle changes, including the mad pursuit of physical fitness and the pressure cooker of dual-career families, are also affecting **newsstand** sales, executives say. Working women especially are modifying their habits. Not only do they have less time to read, but they are going less often to the supermarket, a prime **magazine** outlet.

Another reason for the continued slump--and a constant gripe of **newsstand** executives--is the growth of cut-rate **subscriptions**. "That guy on TV is telling me and all my customers that we're jerks to buy a **magazine** at retail," fumes one wholesaler. When **newsstand** sales began to dwindle and rate bases to crumble, distributors say, publishers should have

Serving: **Magazine** book publishing.  
Company representatives at exposition: David L. Horst, president;  
Volker Kruhoeffter, vice president...

...we offer along with a production staff dedicated to service."  
To exhibit: "Reader Service and **Subscription** Cards, Direct Response  
Card Packs, **magazine** inserts"  
Serving: **Magazine**, catalog and direct mail industries.  
Company representatives at exposition: Donald C. Wildman, president;  
Robert L...  
...BOOTH 10 THE SHERIDAN PRESS FAME AVENUE HANOVER, PA 17331  
"Produce technical/medical and academic **magazines** and **journals** of  
1,000 to 50,000 copies from typesetting, layout and design through sheetfed  
offset...

...of performance to customer's schedules."  
To exhibit: "Printed samples of medical, technical and academic  
**journals**, **magazines**, and soft cover books."  
Serving: **Magazine** and book industries.  
Company representatives at exposition: Nadia Horen, Robert Snavely,  
Regan Connolly, sales representatives...

...exhibit: "Solar Press will display the latest innovations in direct  
response card pack production."  
Serving: **Magazine**, book, catalog and direct response publishers.  
Company representatives at exposition: Frank Hudetz, president; John  
A...

...line binding/mailling and the most solid distribution and mailing program  
available anywhere."  
To exhibit: "**Magazines** and Catalogs"  
Serving: Catalog industry.  
Company representatives at exposition: Stephen P. Spenlinhauer, vice  
president sales...colors are complimented by both saddle and perfect  
binding. Prepress includes color separations by both **scanner** and camera  
in addition to a Scitex system. Ancillary equipment allows for letterpress  
scoring, and...

...offer a discount program to high volume users."  
To exhibit: "Time-critical transportation services."  
Serving: **Magazine**, book and publishing industries.  
Company representatives at exposition: Peter Allen, John Griffiths,  
Joe Lusnia, Bill...

...product and a long-term commitment to service, we offer a complete,  
tailored solution to **magazine**, **journal** and book publishers, including:  
software, hardware, documentation, on-site training, installation support,  
on-going service...

...company structures and operating procedures.  
"System capabilities allow efficient handling of publications with a  
total **subscriber** base from 40,000 to two million names, with ABC and/or  
BPA auditing, multiple titles and subscription types, automatic binding  
control for customized editions and promotions based on **subscriber**  
demographics. The Order Management System for book publishers can handle  
over 75,000 order lines...

...international re-mailer."  
To exhibit: "Various courier related literature. Various re-mail  
related literature."  
Serving: **Magazine**, book and catalog industries. Company  
representatives at exposition: Stefan Puzyk, Rich Plowcha, Tom Oniell,  
Karen...

...AVENUE BURNT MILLS INDUSTRIAL ESTATE BASILDON, ESSEX SS13 1EB ENGLAND  
"One of the largest independent **magazine** printing groups in the  
United Kingdom, specializing in single, two and four colour production of  
short run sheet fed and medium run web offset **magazines**. We have in-house

**magazine** is sponsoring a dessert recipe contest tagged "T Great American Chocolate Challenge." The contest will...

...in the May issue, on sale in March, and special displays in certain supermarkets and **bookstore** chains will herald it. Radio and **newspaper** advertising to promote the "Chocolate Challenge" is planned for three test markets, according to Charles...

...the personalities behind the product--would make a strong impression on retailers and readers. Essence **magazine**, for instance, occasionally blitzes a market with personal appearances by its editor, Susan Taylor. Although the tactic significantly increases **newsstand** sales in the target areas, it is very time-consuming for the editor and so...

...would revolve around a theme generically promoting publications "through television, radio, talk shows, giveaways of **magazines**, **newspaper** advertising, co-op coupon dissemination through Sunday **newspapers**, a variety of subsidized promotions at retail--coupons, two-for-one promotions, shelf talkers, any...

DESCRIPTORS: **Periodicals** --

12/3,K/19 (Item 10 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2000 The Gale Group. All rts. reserv.

02036238 SUPPLIER NUMBER: 03292939 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Deep look at lithography.**

Graphic Arts Monthly, and The Printing Industry, v56, p44(6)  
June, 1984

ISSN: 0017-3312 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
WORD COUNT: 5136 LINE COUNT: 00410

... study found that homes having cable television are more likely to also be receiving more **magazines** than those without cable TV, and another study showed that most people ranked reading ahead of TV watching as a leisure-time activity. As a result, **magazines** and **newspapers** enjoyed record years in 1983.

Keynote address

In his wide-ranging keynote address, John B...

...distributed this way: 153 units among major printers, 626 among commercial printers, and 376 among **newspapers** and phonebook printers, which compares to 75, 101, and 114 in comparable categories in 1974...by big corporations with million-dollar budgets for research and engineering, and at the other end by garage whiz kids. As everyone tries to eliminate costly and time-consuming steps, prepress...  
...added that, if his report were to be published, it could be transmitted to a **magazine**'s editorial offices by land line or satellite link to complete the all-electronic processing...

...web offset, plus status reports on six product markets for lithography: commercial printing, packaging, publications, **newspaper** inserts, catalogs, and books.

In the general sessions, the remaining topics covered the influence of...

...room alone, but beyond in product handling. Robotic systems, electronic inventory controls, in-plant handling, **bar -code** identification, overhead conveyors, roll-stock handling, and the transfer of ink from drums or tanks...firm had researched methods to limit the handling of rolls and is presently able to **bar code** rolls, allocate them to each press, shaft and transfer the rolls to overhead conveyors, then...

...with expensive techniques.'

Linda Ciprella, print engineer of Regensteiner Press, Chicago, addressed the subject of **bar codes** and inventory control. Regensteiner

and its subsidiary, Du Page Publications, produce a range of printed...  
...the final print material. Ciprella described how her company achieves  
this through the use of **bar -code** identification and computer readers.

Using a Baldwin Microtrol system in the pressroom has cut core...

...hand samples, as well as control slab waste and spoilage on partial and  
butt rolls. **Bar codes** are being designed for use with all materials  
used throughout the plant.

James R. Flowers...

...of new personnel as well as for review and reference by employees.

With the great **number** of catalogs, **magazine** and **newspaper**  
inserts, cards, and brochures requiring special folding, gluing,  
perforating, sequential numbering, wash-off and rub...company has added  
two, four, and five-color presses to the line, plus a color **scanner** .  
Recently, it installed an eight-page web to take care of the rapnew  
business in...

...orders in the intermediate range are printed by the web offset method.  
Some 12,000 **magazine** titles are produced by 3,000 publishers and they  
spend in the process \$5.4...

...Masters and the Economics of Electronic Publishing. To the relief of  
some, Sehon reported that **magazines** will not be produced by electronic  
printing, at least in the foreseeable future.

However, Sehon...

...as those produced by his company. Conde Nast publishes nine titles,  
including such top-grade **magazines** as Vogue, House & Garden, and Gourmet.  
In looking ahead, Herschbein reviewed a bit of the area again dictating some  
belt tightening, forcing trim sizes to edge smaller.

**Magazines** must compete with other consumer publications as well as  
other media such as television, catalogs...

...Association of Advertising Agencies has asked publications to justify  
increased rates. Herschbein pointed out that **subscription** rate increases  
run some 13 months behind paper price increases. Ad and **subscription**  
rates are often set at the beginning of the year, while recently paper  
prices have...

...There are constant pressures from the publisher, editors, and  
advertising departments for more late closing **magazines** --not individual  
sections, but the entire book. Fashions are just as perishable as news; the  
...

...800-plus pages of the December 1983 issue of PC, the special-interest  
personal computer **magazine** .

Davis pointed out that consumer publication growth has gone up 39% in  
10 years; general and farm publications have increased 52%, other U.S.  
**periodicals** 13.7%. In the same decade, average **newsstand** prices  
increased 176.5% and **subscription** prices went up 178%. Showing the trend  
further, four-color advertising has increased 32.9...

...such as traffic, prepress, and materials management, and (g) press and  
bindery equipment appropriate for **magazine** publishing. An added request:  
Davis feels that there should be an award to customers who...

...to be stripped in at each plant.

At present, the company has installed three Crosfield **scanners** and  
three Crosfield tablets for stripping. Transmission of pages is by cable  
and microwave.

Our...

12/3,K/20 (Item 11 file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2000 The Gale Group. All rts. reserv.

01879135 SUPPLIER NUMBER: 02866918 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Face to Face: 1983 publishing conference and exposition.**

Folio: the Magazine for Magazine Management, v12, p65(79)

Aug, 1983

ISSN: 0046-4333 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

WORD COUNT: 23596 LINE COUNT: 02127

... COVERS BCI--Book Covers, Inc.  
MEDIA KITS PrismaGraphics, Inc.  
NATIONAL DISTRIBUTORS Disticor Kable News Company  
**NEWSPAPER** INSERTS A.D. Weiss Lithograph Company, Inc.  
OFF-PRESS COLOR PROOFING Du Pont Company/Printing...Faculty Press,  
Inc. Foote & Davies/Mid-America Gibbs-Inman Company Heartland Press Hughes  
Printing Company **Journal Newspapers** Inc. Printing Division Judd's,  
Incorporated Lincoln Web Offset Printing Co., Inc. Lorell Press Morgan...

...Worlco Data Systems  
RESEARCH COMPANIES Nielsen Inquiry Service (NIS)  
SHIPPING SERVICES McLean Cargo Specialists, Inc.  
**SUBSCRIPTION** AND READER  
SERVICE CARD PRINTERS Instant Web, Inc.  
TELEPHONE MARKETING SERVICES Wats Marketing of America...

...Complete binding facilities including Harris Perfect Binders. Complete shipping facilities providing excellent service for controlled, **subscription** and **newsstand** distribution through a sophisticated arrangement of pooling cars."

Serving: **Magazine** and catalog publishing.

Company representatives at exposition: Sheldon Weiss, Daniel Morley, Lawrence T. Gale, Herb...

...10017

"Manufacturer and direct suppliers of fine papers, both coated and uncoated, for book publishing, **magazine** publishing, commercial printing and converting industries."

To exhibit: "Printed and unprinted samples of fine papers."

Serving: **Magazine** and book publishing.

Company representatives at exposition: Ed Rutledge, manager, **magazine** paper sales; Gil Olewine, senior accounts manager; Don Paull, regional sales manager. BOOTHS 248, 249...

...Press is a Midwest-based printer with 25 years experience in producing national and international **magazines**, catalogs, directories and commercial work. Complete web press equipment is complemented by one of the

...

...traffic department provides speed, efficiency and economical transportation rates."

To exhibit: "Samples of work."

Serving: **Magazine**, catalog and book publishing.

Company representatives at exposition: James A. Eckoldt, president; Thomas W. Nulty...needs. Included is the availability of direct access via micro-computers for immediate data entry, **subscriber** inquiry, or file adjustment."

To exhibit: "Sample reports, printouts, explanatory systems charts, informational literature and technical personnel."

Serving: **Magazine** publishing.

Company representatives at exposition: Edward A. Rofi, president; Joseph F. Loughran, Jr., executive vice...

...it to yourself!"

To exhibit: "Printed samples of color separations produced by World Color."

Serving: **Magazine** and book publishing.

Company representatives at exposition: Robert C. Elston, president; Jill Russo, sales administration...

...PACKAGE'; composition, pagination, four-color separation, imposition stripping, word and data-base processing, serving the **magazine**, book and catalog markets. For more than 30 years we have serviced such geographical areas...

...in U.S. with over 400 employees."

To exhibit: "York will be exhibiting samples of **magazines**, book and catalogs, plus promotional material on the WP interface to typesetting and various computer based programs, and four-color work."

Serving: **Magazine**, book and catalog publishing.

Company representatives at exposition: Nancy Rudisill, marketing manager; Dennis Christopherson, executive...

...codes, women. Call or Write for free catalog."

To exhibit: "Mailing list catalogs, information."

Serving: **Magazine**, book, and catalog publishing.

Company representatives at exposition: Alvin B. Zeller, president; William J. Scott...



lishing.

Company representatives at exposition: Donald L. Gross, president; Carol Vanacek, senior programmer...

...and related supplies for the copy preparation market.

"VGC will be introducing their revolutionary new **Pos One Total** Camera System for black and white and full color graphic reproduction, plus their **Typositer 4000** display typesetting equipment."

Serving: **Magazine** and book publishing.

Company representatives at exposition: Don Stefano, regional manager; Marty Weissman, Dan Coven...these new grades will be an important new source of supply for the commercial printing, **magazine** and book publishing industries."

To exhibit: "Printed unprinted samples of coated and uncoated papers."

Serving: **Magazine** and book publishing.

Company representatives at exposition: Pat Heims, sales manager; Les LaBov, marketing manager **magazine** papers; Lew Brown, marketing manager publishing papers; Dick Sandreuter, district sales manager, New York. BOOTHs...

...Omaha, Nebraska, the nation's telemarketing capital. Serving prestigious marketers such as The Wall Street **Journal**, Playboy, Time-Life, Sports Illustrated, Guidepost, Parent's **Magazine**, Consumer Reports, Ladies Home **Journal**, Inc. **Magazine** and others. WATS Marketing of America, Inc. is the nation's largest inbound 800 number...

...including mail fulfillment capability, data processing and retrieval, plus telemarketing consultation services and design."

Serving: **Magazine**, book and catalog publishing.

Company representatives at exposition: Jim Lynch, director of marketing; Jerry L...

...23, 24 WAVERLY PRESS, INC. 428 EAST PRESTON STREET BALTIMORE, MD 21202

"Complete in-house **journal** and book manufacturing. Computer assisted composition processing and typesetting, data base service, quality black and...

...to composition and printing, a full range of publishing services is offered; by copy-editing, **subscription** fulfillment, and advertising sales. Currently serving over 100 association and commercial publishers."

To exhibit: "All...

...ROAD ST. PAUL, MN 55116

"Webb is a company that has been printing and publishing **magazines** for 100 years. Full service -- from typesetting through final binding and mailing -- its many printing and binding units facilitate scheduling and the meeting of deadlines."

To exhibit: "Samples of **magazines** and books produced by The Webb Company."

Serving: **Magazine** and book publishing.

Company representatives at exposition: John Caye, vice president; Dean Reinmund, Bob Kramer...

...economically performed in a continuous production sequence resulting in a finished product at the delivery **end** of the press."

To exhibit: "**Subscription** order forms and envelopes, **magazine** bind-ins and outerwraps, direct mail formats, ink jet personalized formats, bindable booklets, mini catalogs, games, sweepstakes, take ones, package stuffers, **newspaper** inserts and direct mail components."

Serving: **Magazine**, book publishing and direct response marketing.

Company representatives at exposition: Neil Persh, Jack Kupiec, Joe ...

...BOOTHs 73, 74 A.D. WEISS LITHOGRAPH COMPANY, INC. 2025 MCKINLEY STREET HOLLYWOOD, FL 33020

"**Magazine** and catalog printer specializing in medium- to long-run **periodicals**. Complete manufacturing facilities with 10 web offset presses consisting of 6 and 8 units each..."